

march 1956

50¢ per copy \$3 per year

manufacturers record

THE NEWSMAGAZINE OF THE INDUSTRIAL SOUTH

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Mississippi's New Governor J. P. Coleman Lays Out Welcome Mat in Jackson (p. 25).
With Advisors Henry Allen, Former Governor Hugh White, Dumas Milner, and J. D. Wise.

A CONWAY PUBLICATION EST. 1882

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"Happy Birthday"

"See you this evening"



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Manufacturers record

NEWSMAGAZINE OF SOUTHERN
SCIENCE AND INDUSTRY—EST. 1882

Volume 125 MARCH 1956 Number 3

BPA

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REFERENCES

- (1) Ind. Eng. Chem. 25-653 (June, 1933)
- (2) Ind. Eng. Chem. 25-1112 (Oct., 1933)
- (3) National Bureau of Standards Journal of Research 12-241 (Feb., 1934, R. P. No. 649)

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LETTERS

SIRS: The announcement that you are combining *Industrial South* with *MANUFACTURERS RECORD* particularly interested me because, as you may perhaps remember, I was one of the latter's editors for several years and it was due to "The South's Resources" which I fathered and for which I drew the maps and did the research, that I became acquainted with the various men who helped found SASI. In fact, I had the privilege of drafting SASI's first long range planning program. Under the circumstances, I think this is a very happy combination and one which should benefit the South very materially.

Then your letter states that the coming year will see a Southwide conference on market research, and this too I consider is a big step forward. The fact that I am engaged in this work professionally is, of course, my primary reason for being interested. But I have long felt that the application of basic market research could do a lot for the South and I was reminded of it on this recent trip when I was sent to Ethiopia to study the industrial possibilities for U. S. capital investment.

So all together I feel very encouraged about the future of SASI and the South and to them and to you personally I extend the best of all good wishes . . .

ERIC MORRELL
Fessenden Blanchard & Morrell
New York, N. Y.

SIRS: Congratulations for the splendid January issue which was digested enthusiastically by our office personnel.

Yours is a dynamic publication presenting timely information in a thought-provocative manner, and advertising in an unusually attractive way.

H. L. DOUGLAS, President
Wade Manufacturing Corp.
Charlotte, N. C.

SIRS: I have just read the article "The Atomic Multi-Billion Southern Industry" appearing in the January issue. It gives an excellent summary of the nuclear activities in this region. If you have reprints of this article, we would appreciate ten copies and an additional ten copies of an enlargement of the map on page 11. (You no doubt have caught the misspelling of "thorium" as "thorine" on page 13 and Dr. Grigorieff's name on page 16.)

As you know the University of Florida is moving ahead with its plans for a nuclear reactor. A proposal was submitted to the AEC for participation in the second round power demonstration program. The University of Miami now has plans for a nuclear research reactor in its department of physics. Things are on the move in the nuclear field in Florida.

JAMES M. DUNCAN,
Nuclear Eng.
University of Florida
Gainesville, Fla.

SIRS: The first issue of *MANUFACTURERS RECORD* under the new management is an improvement as all of us who know you expected. I certainly did like the way you presented the feature about our neighbors on the Lower Virginia Peninsula.

JOHN A. SCHOOLS, Mgr.
Industrial & Trade Bur.
Richmond Chamber of Com.
Richmond, Va.

SIRS: I wish to obtain estimates of population for 1966—or somewhere around that time—for the leading cities in the Southeastern states. For your publications you collect and prepare important material and I wonder if you would be in a position to let me have such estimates.

DONALD B. WOODWARD,
Chm., Finance Committee
Vick Chemical Co.
New York, N. Y.

► We are referring reader Woodward's letter to *Blue Book* editor Caldwell Walker who will be happy to supply such data.

SIRS: May I extend very sincere congratulations on your No. 1 issue of the *RECORD*.

I think you have improved the product. However, I must confess I miss "Little Grains of Sand." They were meaty particles which I have enjoyed for many years—long before I left the "Tar Heel" State to come to Baltimore.

PAUL L. HOLLAND,
Assoc. Architect
Edward Hughes Glidden, Jr.
Baltimore, Md.

SIRS: When I received the January issue, I certainly was surprised with its complete change of format.

At first, there was a slight nostalgia resulting from the missing of the old familiar red cover. This quickly passed, being replaced with appreciation and recognition of the tremendous improvement that had taken place.

W. M. FICKLEN, Exec. Sec.
Chamber of Commerce
Charlotte, N. C.

SIRS: Instead of writing you immediately upon receipt of our reprints, taken from the January issue, it appeared that some comments and reactions of my members should be consolidated and then give this information to you.

The unanimous opinion of our Committee members who have examined this article is more than just ordinarily favorable. Each of them has expressed himself as being surprised that any person could write so comprehensive an article and not be a resident of the area thoroughly familiar with its historical and economic detail. The accuracy of the reporting was commented upon most favorably.

My own personal opinion is that it is the best thing of its kind that I have seen. The only thought that strikes me is one of wondering what the reaction of subscribers will be to such a major portion of an issue being devoted to one area. Naturally, it is most pleasing to us.

LOUIS C. PURDEY, Ind. Com.
Peninsula Industrial Com.
Newport News, Va.

SIRS: Congratulations on your January issue under your new management and the attractive new look you have given to this well known and valuable publication. We wish for you and your associates the utmost of success in the months and years to follow and trust that we may have many opportunities of cooperating with you in the development of this great region.

HAROLD J. BRYANT, Gen. Mgr.
Shreveport Chamber of Com.
Shreveport, La.

LETTERS

SIRS: Congratulations on having acquired the MANUFACTURERS RECORD. I have been subscribing to this magazine for a good many years.

I believe that under your guidance you can make the MANUFACTURERS RECORD into an aggressive publication that would do the South credit.

I traveled throughout most of the southern states last spring during the Bell Telephone and the N & L strike.

I saw the service improve daily during the telephone strike and by the time I arrived home the service was normal but the strike was still going on.

I often thought at the time about what a lot of good the MANUFACTURERS RECORD could have done during the period and how much favorable publicity they could have received had they taken an aggressive attitude and tried to do something to end gangsterism in the South. The Chicago Tribune almost daily had news articles about ex-convicts, coming down into the South wrecking homes, etc. In fact, I saw more about it in the Chicago Tribune than I did in some of the southern dailies, and I was amazed at the MANUFACTURERS RECORD keeping silent during all of this period.

This would have been a wonderful opportunity for the MANUFACTURERS RECORD to have taken leadership and sent out news releases to the various publishers in the South and I feel that a lot of it would have been published which would have resulted in a lot of good, not only for the South but for the MANUFACTURERS RECORD.

I believe that the South has wonderful opportunities and that the South, while progressive, is basically conservative and American.

I hope that you will make a living, fighting publication of the MANUFACTURERS RECORD. If you do, I am certain you will have the overwhelming support of most business people south of the Mason-Dixon line.

C. N. MONTANYE, Pres.
Gettier-Montanye, Inc.
Glyndon, Md.

SIRS: I have just had the opportunity to look at the first issue under your ownership. It is interestingly gotten up and I enjoyed it.

Here's wishing you great success in this venture.

JOE HEYMAN, Vice Pres.
Trust Co. of Ga.
Atlanta, Ga.

SIRS: Heartiest congratulations to you on the acquisition of the MANUFACTURERS RECORD and your other fine publications!

CHAUNCEY W. LEVER
Abney Mills
Anderson, S. C.

SIRS: Sometime ago our Market Research Department obtained a copy of your chemical map of the South published in your March-April issue of 1952.

We have found this very helpful and wonder whether you have published a later map. If you have, we would very much appreciate two copies of the map and will be glad to pay any charges involved.

R. L. DOUGLAS, Adv. Mgr.
Great Lakes Carbon Corp.
New York, N. Y.

► Sorry, our supply of maps is exhausted.

March, 1956

3

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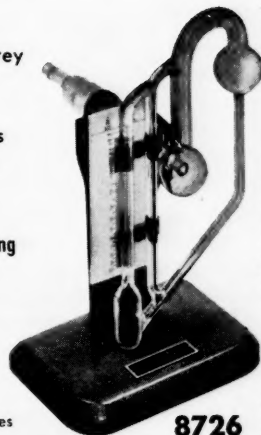
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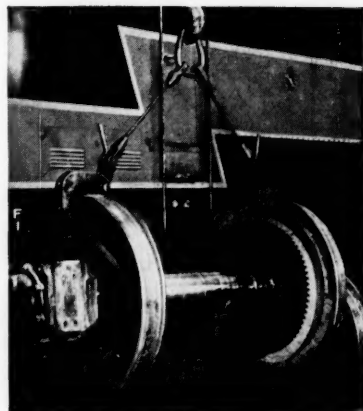
That huge forging about to be hefted is really tremendous. It weighs nearly 190 tons. To handle such a load, big slings are required, and the ones shown are among the largest ever made by Bethlehem. Eight-part-braided with served loop ends, they combine high flexibility with very great strength.

The sling lifting the diesel wheels is called upon for relatively small loads. It is a two-leg bridle, each leg being equipped with a car-wheel hook. This is a rather unusual sling, one that is made for a highly specialized type of service.

Special or standard, you can always get the slings you need from Bethlehem. Even though

yours is a really unorthodox requirement, we'll gladly take care of it. That goes, too, for the strictly conventional items—such as the regular braided and single-part slings, grommets, etc.

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Agriculture and Industry—Partners In Southern Progress*

It is true today that any group which promotes agricultural progress in the South also contributes to our industrial advancement. And those of us who are engaged primarily in promoting industrial development just as surely are accelerating agricultural progress.

There is no conflict of interest between industry and agriculture, despite the popular habit of hanging distinctive labels on the two groups. In many fields it is impossible to draw a line where agriculture stops and industry begins.

In fact, many of our modern farms are fast becoming open-air factories with technical production controls and highly trained management. Mechanization on the farm resembles automation in the plant.

There is an inevitable partnership of agricultural and industrial groups engaged in promoting the overall progress of the South.

New Plants Linked to Agriculture

Various studies conducted by SASI in recent years have led to the estimate that the South will add some 3,000 new multi-million dollar manufacturing plants during the current decade and, significantly, further analysis reveals that approximately 50 per cent of all these plants will be dependent on farm and forest products.

The relationship of the textile industry to agriculture is, of course, well established. Moreover, there is a direct connection between agriculture and expansion of manufacturing and processing in such fields as vegetable oils, dairy products, food preserving, grain and feed mills, meat packing, and fertilizer and insecticide production.

But it is in the development of new technology-based industries that the best opportunities for collaboration between agriculture and industry are found. The two groups are meeting today in the chemical laboratory.

It is well known that many of our most important new industries are based on chemurgic developments—the utilization of farm raw materials in chemical process plants.

For example, we now make some of our nylon from sugar cane waste, oat hulls and corn cobs. And we use activated carbon from cotton seed oils in the purification of sugar, oils, and pharmaceuticals. We use soybean by-products in making candy.

In the South we are particularly interested in such projects as the exploration of uses for lignin, heretofore a troublesome waste from pulp and paper mills. Lignin is already finding use in controlling the fluidity of oil well drilling muds, in lowering water requirements in the manufacture of gypsum board, in preventing scale in boiler tubes; and in making synthetic rubber.

Is There A Farm Problem?

In fact, such industrial developments may provide the ultimate solution to the so-called "farm problem." For this problem lies not so much in the realm of *farming* as it does in *industrial utilization*.

*Excerpts from address by H. McKinley Conway, Jr., Editor, MANUFACTURERS RECORD, before the 53rd annual meeting of the Association of Southern Agricultural Workers, Atlanta, Ga., February 6, 1956.

Legislative approaches may provide temporary relief, but the only permanent solution to this problem lies in restoring the balance of supply and demand. And the surest approach is the discovery of new and expanding markets for the materials produced on the farm.

Another way that industrial development in the South contributes directly to the well-being of our farm communities lies in the location of new plants in rural areas. Manufacturing plants locating in farm communities provide employment for many people living on marginal farms which can be worked profitably only on a part-time basis.

In fact, mechanization makes it possible for many to operate small farms in their off-duty hours while holding full-time jobs in nearby manufacturing plants. This joint agricultural and industrial activity is probably one of the most underrated of the factors contributing to the current progress of the region.

Workers living on farms have proven to be more satisfactory as plant labor than those living in congested urban areas. Farm ownership discourages labor turnover and provides a means for obtaining additional income. Furthermore, farm operation affords a cushion in the event of industrial layoffs.

Industry is well aware of the desirability of locating in small communities and recruiting its labor force from among farm workers. During the past year approximately two-thirds of all the multi-million dollar plants locating in the South went into small communities. The big metropolitan areas got only one-third of the big new plants.

For example, of 19 major plants locating in Alabama last year, only 3 went into Birmingham and Mobile. Of 16 big plants locating in Arkansas, 3 went to Little Rock and Texarkana. Of 14 major new units in Florida, 4 chose Tampa, Jacksonville, Miami, or Pensacola. And of 23 important units in Georgia, 6 chose Atlanta or Savannah.

These figures further emphasize the close relationship of agricultural and industrial interests. But in the distant future this mutual interest will be much more pronounced.

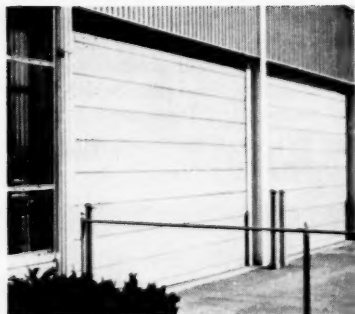
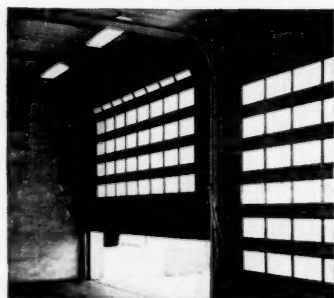
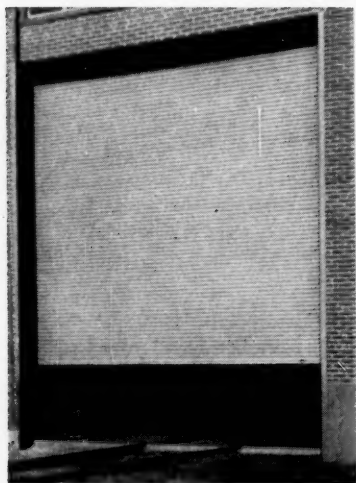
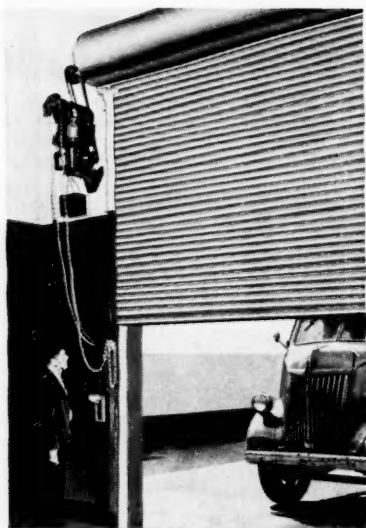
The Long-term Outlook

At the recent national meeting of the American Association for the Advancement of Science held in Atlanta there were a number of reports on the long-term outlook for raw material needs. And throughout these discussions it was evident that the products of the farm and forest are going to have an increasingly important place in our economy.

It was pointed out that our reserves of oil and gas are not infinite and that our rate of consumption is increasing rapidly. While there is no likelihood of a shortage in the near future, it is considered highly probable that we will eventually encounter such shortages with accompanying increases in prices.

Commenting on this, George L. Parkhurst, a vice president of Standard Oil of California, said, "It is comforting to know that there is no single chemical product now produced or likely to be produced in the future which could not be made, if necessity so required, from annual crops."

Thus, he reminded us that the ultimate industrial raw materials are sunlight, water, and soil.



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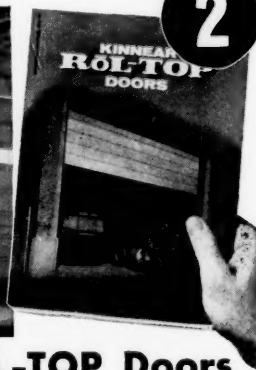
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William Beury...1943-1955
McKinley Conway...1956-

MANUFACTURERS RECORD

(IN REVIEW)



MARCH, 1883

(AS ABSTRACTED MORE THAN 70 YEARS LATER)

BALTIMORE, MD.

Business Enterprise

The staid, respectable, never-advertising and never-drumming business house is often held up for the admiration of the community, and is cited as a worthy exemplar and guide. Such a house, for instance, is A. B. & Co. Its financial solidity is unquestioned; its trade is of large proportions; and yet it shrinks into the shell of its unpretentious establishment, sends out no traveling men, and turns a deaf ear to the importunities of the advertising solicitor. And people point at it and say, "There is a firm for you! See how modest, and yet how successful!"

Stop a moment, gentlemen. When the house of A. B. & Co. was formed business was conducted very differently from the way it is conducted today. If you will enter the firm's office, rich in suggestions of bygone generations, you will see perched, on a high shelf, a row of dusty green boxes, bearing dates as far back as the "thirties." In those good, old times, when the fathers or grandfathers of the present members of the concern made their first business venture, it was not necessary to use the means which are now employed to attract customers. Then the buyer sought the seller, and the number of houses in the city devoted to this special line of trade was very small. Competition had not reached its present vigor.

The concern has followed the rut in which it first settled itself, and its success is not due to anything it is doing at present, but is the outcome of past success—success achieved in another age and amid other circumstances. Think you that A. B. & Co. could enter business today, pursue the methods they are now pursuing, and succeed? Not a bit of it. They would "go to the wall" in a month, and their more pushing competitors would fill the gap. The firm holds its trade as an inheritance, and for this reason it is able to assume its buy-if-you-please and stay-away-if-you-don't-please air. But the man who belongs to the latter part of the nineteenth century, and who has got something to sell, must let people know of it. The buyer no longer seeks; he must be sought.

We may laugh derisively at some "loud" style of newspaper advertising. Never mind. The advertiser knows what he is about. He is after a customer, and what disgusts you strikes another in a different way, and results in a business transaction. We may deplore the action of the shopkeeper who floods the community with cheap chromos, but that individual has caught the business spirit of the age, and knows the necessity of letting people know that he has something to sell.

Tax Exemption of "Plant"

The effort now being made to repeal the law exempting the plant of manufacturers in Baltimore from city taxes is very injudicious, and is certainly, we think, calculated to do injury to the city. Notwithstanding the many very superior advantages possessed by this city for manufacturers, it is only too true that, with the exception of a few lead-

ing industries, Baltimore ranks very low in the list of industrial centers. With the hope of changing this, a commission was appointed to investigate the subject, and to see what could be done to stimulate our manufacturing interests. After much deliberation, this commission suggested, as one step in the right direction, the exemption from city taxes of all manufacturing plant, and this was done; but before there has even been time to give the scheme a fair test, it is proposed to repeal the law.

It seems to us that the folly of this course is so apparent that it will find but few supporters. It has been advertised to the world that Baltimore exempts plant from taxes and that earnest efforts are being made to develop our manufactures; and while these things may not at once result in a direct increase of new enterprises here, yet they materially help to swell the advantages offered by the city, and must undoubtedly tend to draw to Baltimore manufacturers who are looking around for suitable positions to which to remove old establishments or for desirable locations for new concerns.

Cotton Manufacturing

The increase in cotton manufacturing in the South is a subject that is now attracting much attention in all parts of this country as well as in Europe. We have often called attention to this and also pointed out the many superior advantages of the Southern States for this business, as compared with other sections of the country.

The rapid growth of the cotton manufacturing interest in the South has excited not a little uneasiness in the New England States. Eastern trade journals are trying to persuade themselves that the supremacy of New England as a cotton manufacturing section is not seriously threatened, but it is evidently up-hill work.

The rapid increase in the number of cotton spindles in the South, and the large dividends annually declared by Southern manufacturers, are silent but potent refutations of every argument upon which manufacturing New England has founded her hope. The South prospers and will continue to prosper. Her rivers furnish unrivaled water power for manufacturing industries; her forests an abundance of cheap material for the construction of factories; her coal fields cheap fuel; her iron regions low-priced iron, and her population cheap labor. Besides, for cotton manufacturing, she has a moist climate, so much esteemed by cotton spinners, and the smoke of her factories floats over white fields of cotton.

Manufacturing

During the first two months of 1883—January and February—one hundred and eleven cars of machinery from the North have passed through Roanoke, Va., bound for the South. This is only what has been done on one railroad, and that, too, during the two dullest months of the year.

When we consider this fact, and remember that there are probably fifty or more other routes, both rail and water, carrying goods to the South, we will be better able to form some idea of how much machinery is now reaching that section. And yet the work is just begun. The millions that have been invested in mines and factories in the South since 1879 only represent the beginning of a mighty development that will give profitable employment to almost unlimited capital.

* * *

A new road is projected from Birmingham to Mobile, Ala., which would tap the coal centers of that State, and make Mobile a great coaling station. Engineers are already in the field locating the route.

* * *


Mr. G. H. Dudley and others of Montgomery, Ala., have incorporated a company for manufacturing soaps, axle grease, candles, and all articles of manufacture of which cotton-seed oil may enter as an ingredient. The capital stock is \$25,000.

* * *

The Virginia Woolen Mills Company was incorporated in Richmond last week, the capital of which is to be not less than \$60,000. Mr. A. Y. Stokes is president and Mr. John Waterhouse, general manager. Property has already been purchased, and the company will at once proceed to obtain the necessary machinery.

* * *

A party of New York capitalists under the guidance of Mr. Edward L. Voorhis of Atlanta, visited the Peach Stone Shoals in Henry county, Ga., a few days ago, and were so much pleased with the property, having found that the water-fall was seventeen feet, that they purchased it with the intention of at once erecting a cotton mill, to rank as one of the largest and best equipped in the South.



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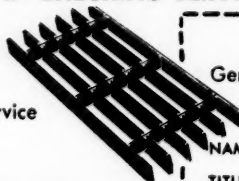
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Representing the industrial viewpoint at the recent Southwide Water Conference in Memphis was R. H. Souther, director of research Cone Mills Corporation, shown here in his Greensboro laboratory.

Water For Southern Industry

The South is entering a new phase of water use and development. For, despite the fact that the region has the most abundant water resources in the nation, growing industrial, agricultural, and civic requirements are forcing intensified study of legislative and planning principles.

This became apparent at the last meeting of the Southern Governors Conference held at Point Clear, Alabama, last fall. There a panel of Governors discussed the regional water situation during a half-day session which followed months of study by numerous state development agencies.

Virginia's Governor Thomas B. Stanley sounded the keynote when he said, "proper use of surface water is of prime concern both in Virginia and in most of our states." Stanley pointed out that increased use of irrigation has accentuated areas of possible conflict between adjacent landowners as well as between them, municipalities, and industries.

A key issue is whether the southern states should follow "riparian" or "appropriation" doctrine, or a compromise between the two.

Stanley explained that Virginia has followed riparian doctrine which a state court decision of 1914 defined:

"All riparian proprietors have an equal right to use this water, and each must exercise his right in a reasonable manner, and to a reasonable extent, so as not to interfere unnecessarily



Water Spokesman Stanley.

with the corresponding rights of others.

"Exclusive rights in the flow of the stream cannot be acquired by mere priority of use.

"There is no fixed rule for determining what will constitute a reasonable use, each case depends upon its own peculiar facts, and this is usually a question of fact to be submitted to, and determined by, a jury." (Davis v. Town of Harrisonburg, 116 Va. 364, 83 S.E. 401).

"As you can see, this was a decision of 40 years ago, and insofar as I am advised the same doctrine applies today. It is therefore apparent there are wide areas of uncertainty and doubt as to water rights, both as to individual landowners and industries.

"Both doctrines have their advantages and disadvantages, and perhaps in our section of the country the best answer lies somewhere between the two.

"There are many facets of the problem. Denuded timberlands and improper soil practices have contributed to the waste and rapid dissipation of our water supplies. We are attempting to help in these fields in Virginia by encouraging on a statewide basis the replanting of cutover timber lands, which not only will help with respect to water conservation but will help maintain and enlarge our valuable forest resources.

"Another constructive step, which most states have taken in some degree, is control and abatement of pollution. We in Virginia have had a Pollution Control Act since 1946. The program has been administered so ably that it has proven a tremendous asset in preventing damaging additional pollution as well as in reducing harmful discharges that existed when the act took effect. At the time the statute was proposed, there was fear in some quarters that it would hamper and slow down the expansion of industry; the exact reverse has been true and many new plants have located in our state realizing that they had the assurance of clean waters for their operations, protected against the hazards of uncontrolled pollution upstream.

"Let me mention one other thought, which I consider important. In a declaration of policy on natural resources, the Chamber of Commerce of the United States included this comment:

"Conservation, development and control of the waters of the United States,

WATER LEGISLATION

although in the national interest, are not the function solely of the federal government. On the contrary, that which can be accomplished by private initiative should be so done, and that which requires collective action should be done at the lowest governmental level practicable. The federal government should aid local governments and the states in the conservation and control of waters and itself engage in such activities only when the collective action of the whole nation is necessary for accomplishment of the objectives."

In another section of the same report appeared this further declaration: "In the exercise of sovereignty over equitable portions of the river flows of interstate streams, the several states should control, allocate, and distribute water to users within their boundaries according to state laws and customs and such powers of the states should not be abridged, modified, or superseded by federal courts, laws or agencies. The congress should not use the commerce clause of the Constitution, or other authority, as an excuse to encroach upon

water uses as established by the states."

Following the discussion at Point Clear, the Governors voted unanimously to sponsor a regional conference in which technical experts from each of the Southern states might share their views on the water rights issue. This meeting was subsequently held in Memphis.

Official representative of the Southern Association of Science and Industry at this session was R. F. Souther, Director of Research, Cone Mills, Greensboro, N. C. Mr. Souther's summary of the meeting follows:

Memphis Session Summarized

At the request of the Southern Governors' Conference at Point Clear, Alabama, in October, 1955. The Council of State Governments arranged for a Southern Water Conference to discuss the problems concerning conservation and best usage of existing water supplies in the South. A conference group met at the Peabody Hotel, Memphis, Tennessee, December 12-13, 1955, and was composed of representatives from water agencies and commissions in

fourteen Southern States, from a number of federal agencies, and from The Conservation Foundation, Resources for the Future, the Southern Association of Science and Industry, and the Council of State Governments.

The central question for conference consideration was: How can we insure that an adequate supply of usable water will be available for the various types of users—municipal, domestic, agricultural, industrial, recreational, power, etc.?

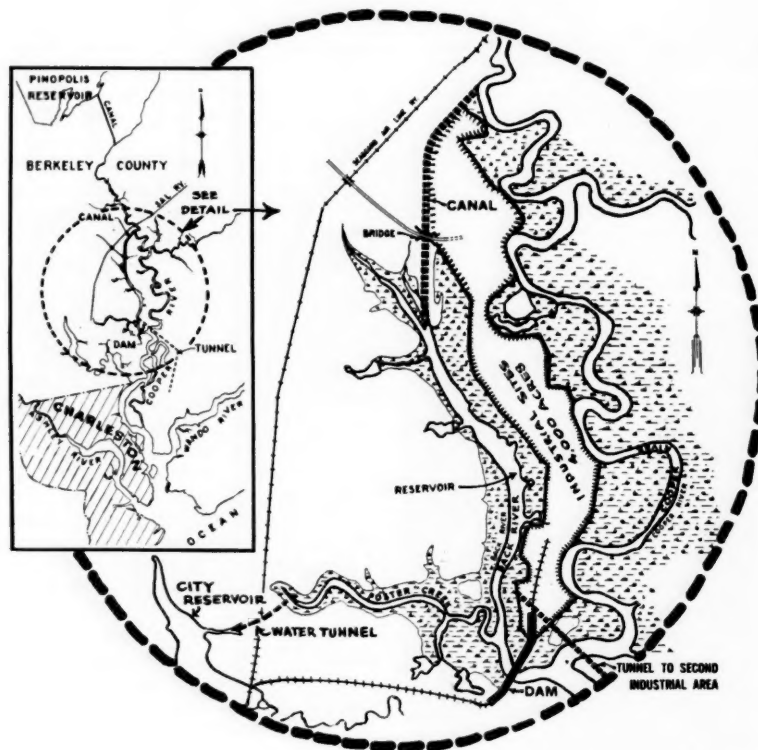
The opening topic on existing water supplies stressed the states' need for detailed data on the quantity and quality of water now being used and for what purpose. There appears to be a sufficiency of water resources in the Southern States, but there is an urgent need to capture, store, and distribute the added water most economically to consumers.

Mr. G. E. McCallum, Chief, Water Supply and Water Pollution Control, Public Health Service, speaking on pollution abatement and treatment emphasized the need for expanding and coordinating more active state pollution control programs, with more technical assistance in the development of sewage and waste treatment facilities.

Mr. Gladwin Young, Deputy Administrator, Soil Conservation Service, led the discussion on small watershed development, with particular reference to Public Law 566 enacted primarily to protect against floods, to conserve water, and to promote the conservation, development, disposal, and utilization of water for agricultural purposes. In a further discussion on large watershed and river basin management Mr. James Smallshaw, Hydraulic Data Branch, Tennessee Valley Authority, pointed out the multi-purpose benefits of major hydro projects and the valuable data and information collected which is available to the states.

Diversion and transportation of water was reviewed by Brig. General John R. Hardin, Division Engineer, Lower Mississippi Valley Division, and President, Mississippi River Commission, Corps of Engineers. He stated the importance of reservoirs and transportation facilities in making water available in drought areas.

A discussion of the laws governing the right to use water by Mr. R. H. Marquis, Assistant General Counsel, Tennessee Valley Authority, recognized the confusion that has arisen over the



Said to be one of the world's greatest water supplies, this Bushy Park Development is now well underway at Charleston. A canal will carry fresh water from the Cooper River into the dammed up Back River providing 4,000 acres of sites with abundant fresh water.

appropriation and the riparian doctrines. Mr. Joe C. Barrett, Commissioner on Uniform State Laws, Arkansas, elaborated further on court decisions and difficulties encountered in finding a formula for states using riparian doctrine.

The riparian doctrine applied in the Eastern States provides that persons owning property bordering on streams or lakes have the right to make reasonable use of the water for certain purposes, and every riparian landowner has a right to have water flow undiminished in quantity and quality. The appropriation system which is the doctrine of the Western States recognizes rights to water on a first come, first served, basis, with modifications according to the State's administrative provisions.

While the riparian system is more flexible than appropriation, the "reasonable use" meaning has not been clearly defined and it does not give riparian water users any certain rights as to the amount of water which can be taken. The appropriation system provides certainty with respect to the legal rights of individuals, corporations, or municipalities to take water. There are advantages and disadvantages to each system, and it was indicated the South would finally adopt a compromise system as the best solution. Some southern states are faced with the necessity of adopting the appropriation doctrine on a limited basis in order to obtain best usage for water, but find it exceedingly difficult to obtain the necessary legislation.

States Report Experience

The experiences of states which have completed water resource studies were reported by state representatives, including Mr. L. G. Merritt of South Carolina, Mr. John H. Daniel of Virginia, Senator Settle Bunn of North Carolina, Mr. C. K. Harding of Georgia, and Senator Marvin Melton of Arkansas. The conference also heard from Mississippi, Texas, Florida, Alabama, Louisiana, Oklahoma, Maryland, Kentucky, and Tennessee. The reports showed that the states had made studies of their water needs and water resources and had proposed changes in the laws governing the rights to use water. Data and information obtained in these studies will be used to guide the legislative action in securing the objectives of the program.

Mr. Frank Bane, Executive Director,

LATE NEWS HIGHLIGHTS

WASHINGTON. Increased emphasis on the intercontinental ballistics missile will mean heavy additional investment at key research centers in the South. Representative A. S. Herlong, Jr. (D.-Fla.) has already reported a \$90 million expansion for the missile proving range based at Patrick, Florida. And Defense Secretary Wilson made a quick trip to the Redstone Arsenal, Huntsville, Alabama, in recent weeks to check missile facilities there. Other expansion is due at the Virginia laboratories of the National Advisory Committee for Aeronautics.

PANAMA CITY, FLA. A multi-million dollar processing plant is expected to be announced here shortly as a result of exploration work conducted in recent years by the Crane Company of Chicago. A new firm, Heavy Minerals, Inc., has been organized in cooperation with Vitro Corporation and a French chemical concern.

ATLANTA. Sites in northern Alabama and elsewhere are being considered for a new magnesium plant according to reports received here. A preliminary survey is being made by a Detroit engineering firm headed by Walter Couse.

CHARLESTON. The Bushy Park development here has definite possibilities as a steel production center according to Southern Railway president Harry DeButts. The rail chief said increased Southern consumption of steel might make a Charleston mill feasible.

CHICAGO. Roy C. Ingersoll, president of Borg Warner Corporation, has announced that his company will invest \$10 million in a new chemical plant on a 322-acre site at Washington, West Virginia. The new unit will produce resins for plastics manufacture.

ATLANTA. Georgia Power Company has applied to the Federal Power Commission for a license to build a 60,000 kw. hydroelectric plant and dam on the Chattahoochee River just north of Columbus. The development will cost more than \$13 million.

RICHMOND. A bill has been introduced in the Virginia State Senate to provide for an investigation of the development and utilization of atomic energy for commercial purposes. The measure, introduced by Senator Lloyd C. Bird, would have the Virginia Advisory Legislative Council conduct the study.

MIAMI. Plans have been reported here for the construction of ten new plants to attract garment industries to the Miami area. The new units would employ about 1,000 workers.

ORLANDO. The Girdler Company of Louisville will build a new engineering branch here to accommodate 250 engineers and draftsmen, according to Milton D. Blanck, manager of the Orlando Industrial Board. The new unit will handle a variety of technical projects including possible developments in the nuclear field.

MIDLAND, MICH. The Dow Chemical Company here has announced plans for a new \$20 million plant to be located near Baton Rouge. President Leland I. Doan disclosed that the company has taken options on three tracts on the west bank of the Mississippi "with the expectation of building facilities to produce chlorine, caustic soda and several organic chemicals."

ORANGE, TEXAS. Purchase of a 1,000 acre industrial site here by the Firestone Tire & Rubber Co. has been announced by Harvey S. Firestone, Jr., chairman of the company. First unit will be a 40,000 ton capacity butadiene plant.

ATOMIC ENERGY

The Council of State Governments, conducted a summarizing session, concluding much had been accomplished in carrying out the wishes of the Southern Governors in this conference, whereby every state might learn what others are doing and use their experiences for the mutual benefit of all concerned with the problems of water.

The conference adjourned with a vote of appreciation to Mr. Bane and his staff for the splendid manner of arranging and conducting this splendid meeting.

NAMES IN THE NEWS

Crawford S. Rogers, president of Norfolk Shipbuilding and Dry Dock Corp., re-elected as chairman of board of commissioners of the Norfolk Port Authority.

Rufus C. Barkley, Jr., named vice president Cameron & Barkley Co., Charleston.

Joseph B. Fountain elected vice president of Mississippi Power & Light Co.

Neil O. Johnson appointed plant manager Foote Mineral Co.'s Kings Mountain, N. C. operation.

H. J. Scholz, president, Southern Services, Inc., named vice president and trustee, and chairman of Technical and Engineering Committee of Power Reactor Development Co., Detroit, Mich.

Rupert L. Murphy, Atlanta, nominated by President Eisenhower to be member of Interstate Commerce Commission.

Harry McDonald, former head of Reconstruction Finance Corp., to be managing director of the proposed Inter-American Trade and Cultural Center at Miami, at \$50,000 per year.

Giles J. Strickroth of Glenn L. Martin Co., Baltimore, named winner of 1955 Lawrence Sperry Award by Institute of Aeronautical Sciences.

D. C. Turrentine, Jr., Greenville, S. C., appointed executive vice president of textile plants of Simmons Co.—including Patterson Mills Co., Rosemary Manufacturing Co., Roanoke Mills Co., and Sintex Mills Division.

Dan M. Leister named manager Whitmire plant of J. P. Stevens.

John F. Watlington, Jr., elected president, **Archie K. Davis** named chairman of the board, and **Carlyle A. Bethel**, vice chairman of the board of Wachovia Bank and Trust Co., Winston-Salem.

Dr. Sylvain J. Pirson joined University of Texas petroleum engineering dept. faculty.

Dr. F. R. Darks of Durham elected director of Liggett & Myers Tobacco Co.

W. T. Thagard, III, appointed director of plans and economic research for Texas Eastern Transmission Corp. in Shreveport.

Freeman G. Cross named general manager of Fulton Sylphon Division, Knoxville.

E. L. Lash, Jr., elected secretary of Seaboard Air Line Railroad Co.

William B. Towner appointed general production manager of Foote Mineral Co., responsible for company's units at Exton, Pa., Sunbright, Va., and Kings Mountain, N. C.



One of the South's first commercial atomic energy based industries is this radioisotope production line operated by Abbott Laboratories at Oak Ridge. The plant ships isotopes throughout the nation.

SOUTHERN INDUSTRIALISTS TO VIEW ATOMIC FACILITIES IN APRIL

ATLANTA. Atomic energy and its implications for southern industry will be the subject of a Southwide conference of business leaders, research executives and government officials here and in Oak Ridge, April 17, 18 and 19.

The highly-significant conference will be sponsored by local, state, regional and national groups and will include as participants some 100 invited guests. Included among the sponsors are the Atomic Industrial Forum, The Southern Association of Science and Industry, the Oak Ridge Institute of Nuclear Studies, the Oak Ridge National Laboratory, the Southern Research Institute, and the First National Bank of Atlanta.

Preliminary plans for the meeting were announced by Walker L. Ciser, AIF president who is also president of Detroit Edison Company. His company is associated with 23 other firms including the Alabama, Georgia, Gulf, and Mississippi power companies in the construction of a \$15 million nuclear reactor.

In announcing the meeting Ciser said: "The Atlanta and Oak Ridge conference will be the first of its type ever to be held in the South and is an indication of the interest this fast-growing area has in this potentially enormous source of energy. Authorities in various phases of atomic energy will discuss their subjects with specific refer-

ATOMIC ENERGY

ence to their application in the South.

"We are now at the stage of atomic energy development where every business executive ought to look carefully at this source of energy with a view to its possible impact upon his own business, industry and community. This also will provide the first opportunity for business executives to visit some of the production and research facilities at Oak Ridge."

Attendance, which will be by invitation, is expected to include some 400 presidents of business organizations in the South as well as industrial leaders from other parts of the country and representatives of education and government.

The preliminary program for the Atlanta sessions includes talks on technical developments and present status of atomic energy, economic and commercial prospects for atomic power, the importance of atomic power to the South, legal aspects of atomic energy, management functions and problems, the role of education in atomic energy, energy supply and requirements in the Southeast, a case study of how a company becomes engaged in atomic energy, and talks on uses of radioisotopes in industry, medicine and agriculture.

At Oak Ridge the industrialists will visit the graphite and swimming pool reactors and witness the packaging of radioisotopes, tour the large plant areas where uranium 235 is separated, visit the atomic energy museum and the medical division and hear talks from officials who direct the huge atomic energy facility.

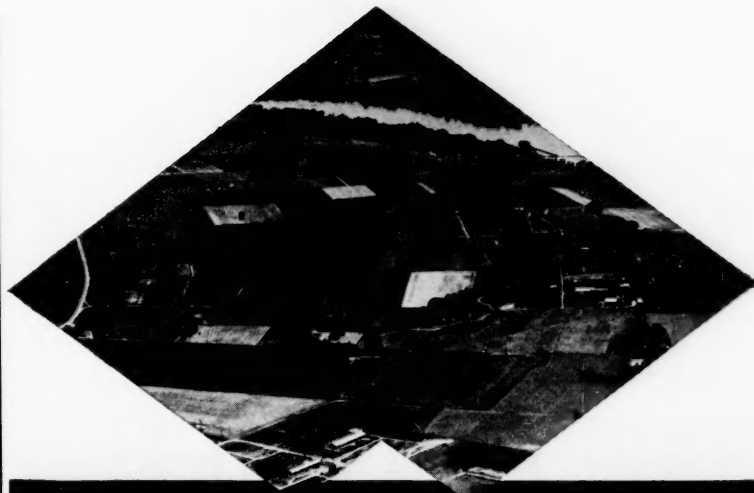
Speakers will include nationally



A. I. F. president Walker Cislser.

March, 1956

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A Word For SASI:

Merchandising the industrial opportunities of the South is of tremendous importance to every southerner—particularly to those directly or indirectly connected with manufacturing or processing.

We are fortunate in having such an organization as the Southern Association of Science and Industry as the "show case" wherein our regional advantages can be displayed to the nation.

State and local communities are doing an excellent job of advertising and promoting their individual localities as attractive sites for industrial development and expansion, however we must go one step further.

If the South competes satisfactorily with the other growing regions of the United States it must be merchandised as a region by a regional organization equipped to present the over-all picture.

The SASI is so equipped and can be further strengthened in its work by your membership and support.

The program of the SASI has the enthusiastic endorsement of the Southern Governors Conference and some of its important work will be implemented by the Conference.

Details on membership in the SASI may be obtained by writing to the organization in care of the Conway Building, North Atlanta 19, Georgia.

—W. PORTER GRACE
Vice President
Union Planters
National Bank
Memphis, Tennessee

ATOMIC ENERGY

known experts in the atomic field. Among those who will appear are Eugene R. Zuckert, consultant and former AEC commissioner; C. W. Wallhausen, vice president, United States Radium Corporation; and Dr. Lawrence Haffstad, director of research, General Motors Corporation and former director of the AEC's reactor division. The complete program will be published in the next issue of the RECORD.

Chandler Signs Pact For Kentucky Study

CHICAGO. The "one-shot economy" of Eastern Kentucky's coal-mining area may be relieved as a result of a \$55,000 study to be conducted by three nationally-known research organizations.

Armour Research Foundation of Illinois Institute of Technology here has contracted with the State of Kentucky to make a preliminary study to determine what resources might be developed to alleviate the region's dependence on coal.

If the initial study shows promise, two other research organizations—Resources for the Future, Inc., and the National Planning Association—will work with the Foundation to find a solution to the problem.

Armour Research Foundation will proceed with a complete technological audit of the region, including economic aspects of any new products or processes being considered for the area, according to Dr. Haldon A. Leedy, ARF director.

"Purpose of the audit," Leedy said, "would be to determine the possibility of developing new industries which lead to a more stable and prosperous economy."

At present, Eastern Kentucky depends entirely on coal-mining for its economy, it was pointed out by Niels C. Beck, assistant manager for program development at the Foundation.

Economic considerations such as employment, markets, and competition would be coordinated with the Foundation's technological survey by Resources for the Future, Inc., Beck explained.

The National Planning Association will provide assistance in local development of the program when the study has been carried far enough to have reasonable expectation of useful results, he said.

The project was framed at a confer-

ence December 29 in the office of Governor A. B. (Happy) Chandler. Meeting with the Governor were Beck, Dr. R. G. Gustavson, director, Resources for the Future, Inc., and John Miller, executive secretary, National Planning Association.

Eastern Kentucky capitalists, high officials of the coal industry, and economic consultants of the state also were present.

The Kentucky Coal Operators Association is cooperating with the three research organizations on the project.

Resources for the Future, Inc., is a non-profit corporation established with the cooperation of the Ford Foundation to improve the development, conservation, and use of natural resources primarily in the United States.

The National Planning Association, headed by H. Christian Sonne, is a non-profit organization established in 1934 to bring together leaders from agriculture, business, labor and the professions to pool their experience and foresight in developing workable plans for the nation's future.

Carolina Firms Announce Nuclear Fuel Program

RALEIGH. Four power companies serving the Carolinas have formed a committee to discuss information on atomic fuels for power generation, it has been revealed here.

H. B. Robinson, general manager of Carolina Power & Light Company, said a four-man committee to exchange ideas on nuclear energy will represent Carolina Power & Light Company, Duke Power Company, Virginia Electric Power Company and South Carolina Electric and Gas Company.

The committee grew out of a recent conference of executives of the four companies. In addition to acting as an "Information exchange center," the group later may serve in an advisory capacity.

Its members are: Raymond Talton, production engineer, CP&L; H. W. Oetinger, executive assistant, Duke; R. M. Hutcheson, system manager-production, VEPCO; and George Dibble, manager of production and transmission, SCE&G.

The Atomic Energy Commission last year granted CP&L "security clearance" to receive classified information on nuclear energy. Twelve persons within the company were granted individual security clearances.



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Duke Scientists Lead Skin Graft Research

DURHAM, N. C. The world's first "growing patch" skin graft experiments will be conducted by Duke University Medical School's Department of Plastic Surgery under a Playtex Park Research Institute grant, it was announced here recently.

The experiments will be aimed at saving thousands of lives now lost every year as a result of burns, Dr. W. C. Davison, dean of Duke Medical School, and Dr. Charles F. McKhann, professor of pediatrics at Jefferson Medical College and Chairman of the Institute's board of governors, stated in a joint announcement.

The initial Duke grant from the Institute, a non-profit foundation for support of pediatric research, will be \$6,495 for the first year.

The technique to be tested by Dr. Nicholas Georgiade, assistant professor of plastic surgery, will involve the growth of the skin of a burned patient in the laboratory by Dr. Duncan Hetherington, professor of histology, for later use as a permanent graft. Laboratory experiments have shown that skin, in a special growth media, may be multiplied 10 times its original size in a period of two weeks.

The Duke experiment marks the first recorded attempt to reproduce the patient's whole skin—both outer layer (epidermis) and true skin (derma)—in the laboratory for graft later.

When a burn causes death, the immediate reason is generally excessive loss of body fluids and bacterial infection of the unprotected areas. Out of 100 persons who suffer burns covering more than 55 percent of the body surface, 83 will die under present methods of treatment, Dr. Georgiade pointed out.

Skin grafts from a donor provide mechanical protection of the affected area for from 10 to 30 days, after which the "foreign" skin contracts and dries up, he explained. Skin must then be taken from the patient to provide a permanent graft. For some reason not yet clearly understood, there is an incompatibility—somewhat similar to the condition which compels blood banks to type and match blood before making transfusions—which prevents integration of donated skin into the body.



The third generation—grandsons of the founder Tom Temple—include (left to right) Temple Webber, Thomas Temple Keeler, Latane Temple, III, and Arthur Temple, Jr.

The Terrific Texas Temples—Alert Management Builds Empire

By Charles Layng

"This smells and sounds like a saw-mill, but it sure doesn't look like one."

An old-time lumberman made this remark as he was taken over the premises of the Southern Pine Lumber Company at Diboll, Texas—the first completely automated lumber mill. Here, the huge logs that roll through a constant stream are converted into a wide variety of products, literally using everything but the squeal of the huge saws biting through the timber—to paraphrase an old Chicago packing-house slogan.

In order to do this, the mill is marked by good "housekeeping" such as was not hitherto deemed possible in the lumber business. There's no waste material lying about because there is no waste, the spaces between the huge buildings are kept completely free of debris; there are, in fact, lawns between them. There's little sawdust and less smoke.

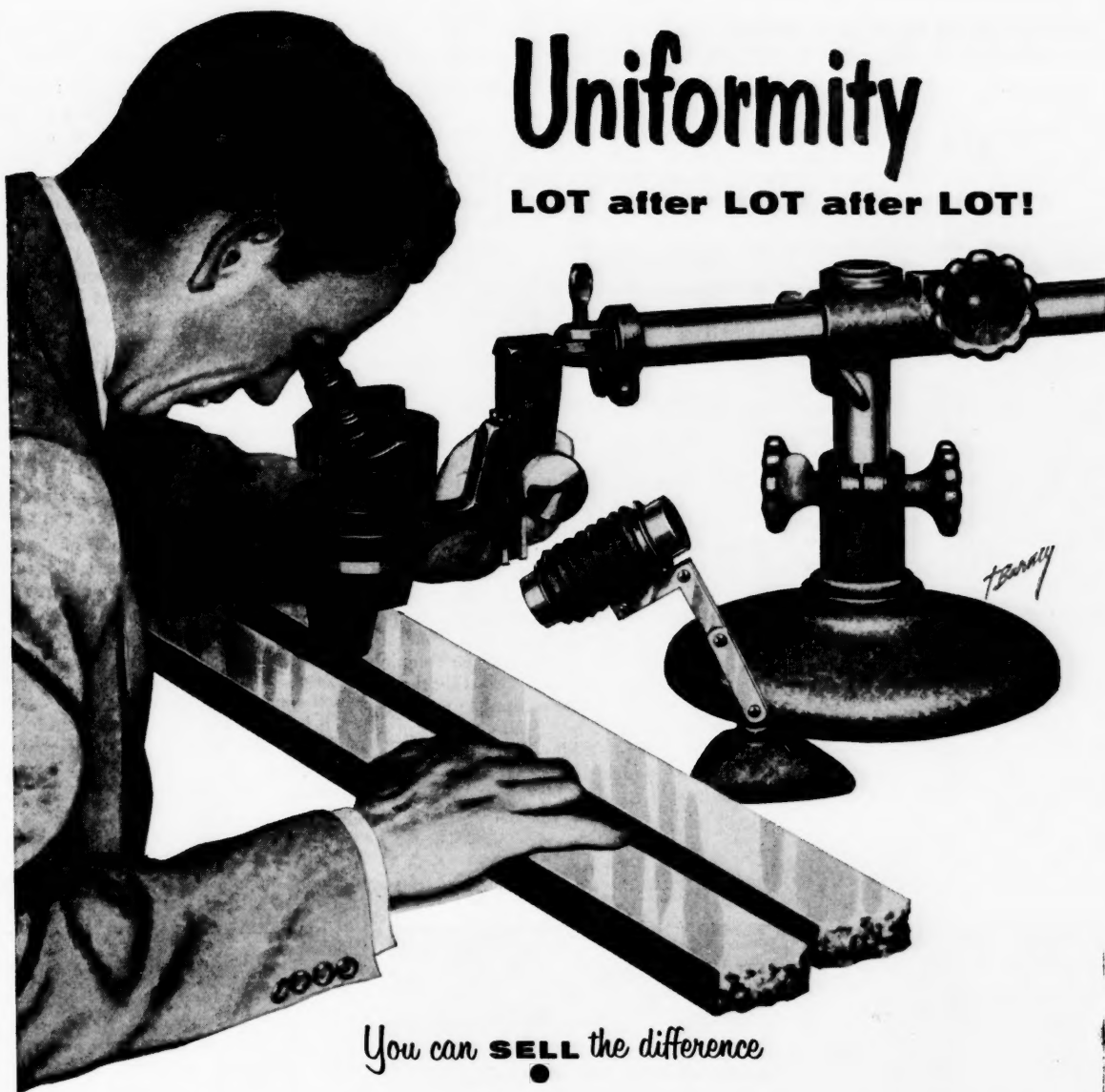
This cleanliness and modernity are evident from the first view of Diboll,

which is situated in the rolling, forest country of East Texas, just about a hundred miles north of Houston. Diboll is a lumber company town but its houses are attractive, neatly painted and well kept. The shopping center, as modern as any to be found anywhere, really sounds the motif of modernity that the third generation of Temples is giving to the group of companies known as the Temple Industries.

Three first cousins now direct the fortunes of this mighty empire, while a fourth has an important position with one of the companies. Temple Webber has spent his entire business life with the family enterprises. Arthur Temple, Jr., following service in the Navy as a seaman, first class, became a successful general contractor on his own before joining the enterprise. Latane Temple, III, an infantryman in World War II, was president of a large cotton oil company. These three took over the executive direction of the family business after the death of the second generation

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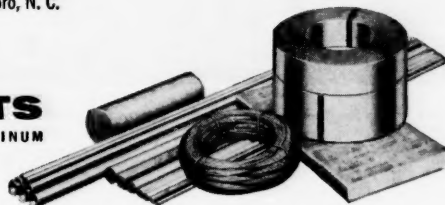
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of Temples.

T. L. L. Temple, I, the Episcopal rector's son who came West from Virginia to make his fortune, began cutting lumber and milling it in Diboll in 1894, and, from the beginning, the Temples have been modern and forward-looking. Reforestation of a type modern for its day has been practiced on the Temple lands ever since the company's inception.

What was, for the times, modern machinery and modern methods always characterized the operations, but it remained for the present generation of Temples to become ultra-modern, and apply automation to sawmills, despite the gloomy predictions of old timers that it couldn't be done. It required very large expenditures of money, of thought and of effort and, above all, it required vision and the courage of conviction. Fortunately, all these were available in the originators of the plan and were freely used in bringing about its successful denouement.

To understand what happened, a brief summation of the Temple empire is necessary. True to Texas tradition of size, it is one of the largest enterprises of its kind in the world. In the first place, the Temples own approxi-

mately half a million acres of timber land.

The two largest of the several companies comprising Temple Industries are the Southern Pine Lumber Company, of which Arthur Temple, Jr., is president and W. Temple Webber is executive vice president, and the Temple Lumber Company, of which Webber is president and Arthur, Jr. is executive vice president. Latane Temple, III, is vice president of Southern Pine and general sales manager for both.

Variety of Enterprises

Plants are maintained at Diboll, Texas, and at Pineland, Texas, some 40 miles to the east as the crow flies. The Southern Pine sawmill, is at Diboll and a flooring mill as well. Also located there is a dual-purpose timber-treating plant where both the penta and the creosote systems of impregnating wood are used. At Diboll, too, is the headquarters of Temple Associates, general contractors, and the plant of the Temple Associates box factory, where six thousand wooden ammunition boxes are produced daily.

The Temple-White Company, of Diboll, of which H. C. White is president, makes ten per cent of all broom

and mop handles used in the United States. Also at Diboll is the Love Wood Products of Texas plant, of which Arthur, Jr., is president and Jim Love is vice president and general manager, which produces wood flour for use in the manufacture of composition roofing and other products.

The manufacturing division of the Temple Lumber Company at Pineland also operates a huge saw mill and flooring mill. Here, too, is one of the largest dimension and finishing plants in the country for manufacturing furniture stock. The Pineland group also includes a large plastic-wood toilet seat factory. In addition, the Temple Lumber Company operates 33 retail lumber yards at various points in Texas.

At Lufkin, 11 miles north of Diboll, the Temple Steel Products Company manufactures hinges, hasps and steel stampings used on the ammunition boxes and for other purposes. This city is on the northern terminal of the Temple-owned Texas South Eastern Railway, a 21-mile common carrier, which has just brought a complex of small industries to Lufkin on its industrial subdivision there. The Temple interests are also substantial stockholders in the Southland Paper Mills of Lufkin.

The roster of the Temple Industries is completed by the Temple Manufacturing Company, located in Dallas, which makes some 70 per cent of the wooden beverage cases used in Texas, Oklahoma, Arkansas and Louisiana; and the Temple Builders Supply Company, which operates six retail lumber yards.

The cousins, ably assisted by Messrs. White and Love in their particular fields, operate this sprawling group of important industries with a calm efficiency. To begin with, they have a very keen sense of their public responsibility as the owners of half a million acres of timber land. Instead of setting themselves up as timber "barons," responsible to no one, they regard themselves as stewards for the sizeable chunk of Texas which they own, and feel a keen sense of responsibility not only for the maintenance of the forests, but of the wild life and the beauty which they contain.

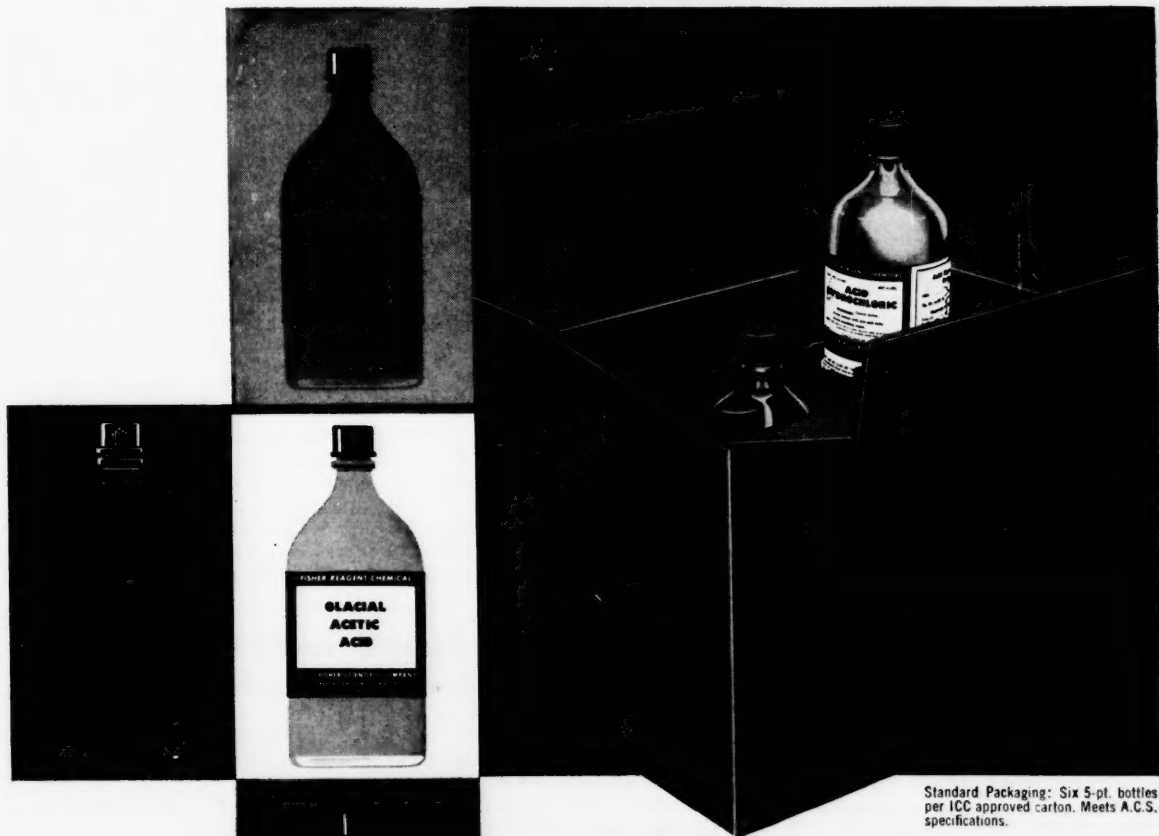
Back in 1930, their predecessors in management established the most modern methods of reforestation and this system has been adhered to since. Since it has never been the policy of the Temples to denude the countryside of



One link in the Temple Empire is this huge plant of Southern Pine Lumber Company at Diboll, Texas.

NEW!

FISHER PRESENTS



Standard Packaging: Six 5-pt. bottles per ICC approved carton. Meets A.C.S. specifications.

"Dispos-It"* *no deposit* ACID CASES & BOTTLES

- No Deposit . . . No Paperwork . . . No Breakage Loss
- Compact . . . Lightweight . . . Easier to Handle
- Disposable When Empty . . . Stack Better When Full

Now—Fisher Reagents, as listed at the left, are available in six 5-pint disposable bottles per case. Gone are advance deposits, breakage losses, complicated paperwork for credits. Instead—Fisher Reagents, packaged in the new "Dispos-It," give a convenience, economy and safety factor never offered before. Added features include the "dripless sleeve" fitted on every bottle.

Next time, order reagents in the new Fisher "Dispos-It."

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With each new subscription to **MANUFACTURERS RECORD** you may select gratis any \$5 item or three \$1.50 items below. Just check the items you want and return with your subscription order. Free publications you select will be mailed immediately.

☐ **Southern Industrial Directory, 1952 edition**, lists some 3,000 plants valued at \$1 million or more, indexed alphabetically, geographically, and by product. Give name of key executive, approx. number of employees, home office. Reference section lists several hundred development groups, advertising consultancies, business publications, research agencies, government offices, foreign trade institutes, trade associations, and other data sources in the South. 60 pp., 11 x 11, \$5. SID-52.

☐ **Southern Industrial Directory, 1953 edition**, lists approximately 12,500 manufacturers employing 50 or more, classified by product, approx. number of employees. Includes, for example, 229 baking firms, 123 box and crate manufacturers, 208 fertilizer plants, 377 hosiery mills, 161 meat packers, 191 publishing plants, 149 steel fabricators, 270 yarn mills, 130 makers of work clothing. 84 pp., 11 x 11, \$5. SID-53.

☐ **The South in 1975, full text of report of Southern Association of Science and Industry to the 1954 Southern Governors' Conference**, estimating industrial growth of South over next 20 years. SCI-JF-55. \$1.50.

☐ **Directory of Southern manufacturers of soaps, cleaners, polishes, and related products**, lists more than 400 plants, name of key executives, approx. number of employees. Personnel practices in Southern chemical plants. SCI-ND-54. \$1.50.

☐ **Directory of Southern manufacturers of paint, varnish, and protective coatings**, lists some 300 plants, name of key executives, approx. number of employees. SCI-SO-54. \$1.50.

☐ **Directory of engineering data sources**, lists more than 500 data sources, such as technical and scientific publications of government agencies, professional societies, trade associations, and commercial publishers throughout nation. 64 pp. Issued in 1948 and originally priced \$2.50. Now \$1.50. DED-48.

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SOUTHERNERS AT WORK

timber, such reforestation was considerably easier of accomplishment than in blighted areas.

The annual harvest never exceeds the growth of that year in any case. Through this method of culling and selectivity in general over the last 25 years, the forests have been restored to the point where, in another five years, they will be approximately the same as they were before logging began.

Among the Temple forests, a considerable quantity of hardwoods are found and harvested. Once considered more or less of a nuisance, these hardwoods are now utilized to the extent that some 30 million board feet are turned out annually at the mills, as compared to some 55 million feet of southern pine. This hardwood is manufactured into furniture stock, among other things, as well as hardwood flooring.

Emphasis On Technology

Research is a continuing process with the Temple Industries. A great deal has been done in the development of laminated planks to insure the utmost in straightness and strength in homebuilding. One of the new products now under construction is a sturdy

wooden ranch gate that an angry bull can't bend out of shape.

Efficiency can be a sort of cold taskmaster upon occasion, but this is certainly not the case at Temple plants. The employees are encouraged to take a keen interest in their work and they do. When the writer visited the coffee room in the plant, one group was busily discussing the methods to be used when the "new" carriages arrive, while another group was talking about fire prevention.

Incidentally, the coffee room is in the executive wing of the general office building, so that each clerk sees a good deal of the Temples—and they get to know him as well. They are equally well known out in the plants and among the wood crews—they are the exact opposite of "absentee owners," being on the job a far greater number of hours daily than any of their employees would be asked to work.

This enthusiasm for the job and interest in new methods is contagious. In addition, each new employee is presented with a 32-page illustrated booklet entitled: "Welcome to Your New Job." This booklet, as President Arthur, Jr. explains in a foreword: "—tries to assemble the answers to all

Conway Names Hoierman Southwest Manager

ATLANTA. The establishment of a Southwest regional office in Dallas under the management of Richard Hoierman has been announced by Conway Publications here. Hoierman will represent **MANUFACTURERS RECORD**, **INDUSTRIAL DEVELOPMENT** and other Conway Publications in the states of Texas, Oklahoma and Arkansas.

The latest addition to the **RECORD**'s staff has had extensive experience in publication work. He was formerly advertising and public relations manager for the industrial division of Dravo Corporation in Pittsburgh. Previously, he held a similar position with Cooper-Bessemer Corporation.

Hoierman, a native of Ohio, graduated from Miami University, Oxford, Ohio, with a degree in business administration, majoring in marketing and advertising. He is a member of the Public Relations Society of America, the National Industrial Advertisers Association, and has been active in the Junior Chamber of Commerce.

His experience also includes service with Westinghouse Electric Company and other manufacturing concerns. He was trained as a flight cadet during World War II and served overseas 14 months with the 15th Air Force.

Hoierman's office in Dallas is located at 921 N. Peak Street. His telephone is Tremont 0202. He will make frequent trips throughout the Southwest to maintain close contact with industrial development activities.

Conway Publications now maintains offices and representatives in Baltimore, Chicago, Dallas, Los Angeles, New York, Orlando, San Francisco, and Washington, D. C. The headquarters office is in Atlanta.



Hoierman

SOUTHERNERS

the questions you may have, or at least tell you how to find the answers."

The history of the company is dealt with briefly. The system of job-rating which determines the salary of various jobs is set up by an independent professional agency and this is explained in detail. Questions as to payroll deductions for social security and income tax are answered and the large number of employee benefits are outlined. Each new employee also receives a copy of a booklet explaining in detail the employees' insurance program.

One of the first things mentioned is that, in this as in all lumber businesses, everybody's job may well depend upon preventing and controlling fires. The company maintains a radio communication system between the mills at Diboll and those at Pineland. This radio station is also in constant contact with the woods patrol cars and the two company airplanes (a Cessna 180 and a Beechcraft Bonanza).

Trained fire crews are set up and supplied with the most modern fire-fighting equipment, which includes a giant D-4 Caterpillar woods plow for cutting fire lanes and a fleet of fire jeeps. Arrangements are also made for calling out every able-bodied male employee for severe emergencies and for seeing to it that their work in the woods while fighting major fire disasters will be effective and controlled.

The Southern Pine Lumber Company's slogan is: "From Seedling to Siding, Produced with Care, Skill and Pride." Without minimizing in the least the beautiful job of project engineering which has resulted in the successful accomplishment of the allegedly impossible automation of giant saw mills, an achievement of almost equal value on the part of the cousins has been the creation of the marked and noticeable pride in his work that characterizes every Temple Industries employee.

10,000 New Plants Seen For Region

BATON ROUGE. Natural resources are the basis for southern industrial growth and future expansion of the economy of the whole nation.

Dr. Frank J. Soddy, vice president and director of research and development for the Chemstrand Corporation, emphasized these points in an address before the 1956 Annual Meeting of the Louisiana Engineering Society held at

March, 1956

FIRST...CHECK FIRST



What's that "BOOM" you hear down South?

It's the mighty sound of new industry, expanding to every corner of the South, making and distributing products for this dynamic market of 22 million prosperous people. What's here for you? First check the folks who know the South...

THE *First* NATIONAL BANK OF ATLANTA



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Sounds like music to my ears, but how do I know
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HOW STATIONARY WHEELS

**CAN REDUCE YOUR
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Ideal for use in foundries and small metal producing plants, these machines provide exceptional economy and durability due to a unique design feature. The endless chain carrying the mounds runs over a series of "stationary wheels" mounted on the frame. This eliminates 80% of the moving parts. Results are increased capacity and a substantial reduction in maintenance and operating costs. Furnaces can be tapped direct into the machine—eliminating the furnace-to-ladle operation. Capacities: 3 to 50 tons per hour. Lengths: 15 to 125 feet, in multiples of 5 feet.

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**PIG CASTING
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WORLD TRADE

the Belmont Motor Hotel.

Dr. Soday, who also is president of the Southern Association of Science and Industry declared, "Louisiana is particularly fortunate in having within its borders all of the requirements for the development of modern industry. It has a rich and diversified supply of important industrial raw materials, an ample labor supply, good power facilities, adequate transportation systems, a good supply of investment capital, and a home market of 3 million customers. The three M's of modern industry—Men, Markets, and Materials—are well represented. With a background of diversified agriculture, it has an assured industrial future."

He further stated that, "If the rate of expansion of industry in the South during the past few years continues, the area should have 30 percent of the country's manufacturing facilities by 1965. In order to do so, it will be necessary to build three new plants per day during this period, or a total of 10,000 plants in 10 years. Each state in the South, on an average, should add 700 plants to its industrial potential by 1965."

Ten Southern Ports Rank In Top 25

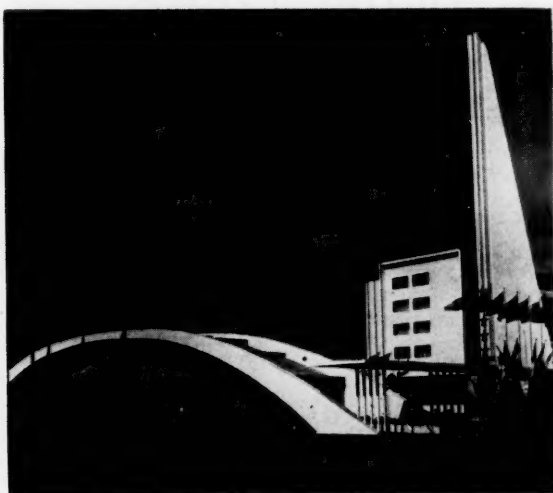
WASHINGTON, D. C. Southern ports are getting an increased share of the nation's waterborne commerce. This is indicated in an official tabulation of port commerce for 1954 made by the Army Corps of Engineers and released by American Waterways Operators, Inc., here.

The new report shows that ten southern ports rank in the top 25 in annual tonnage. Moreover, Houston ranks third nationally, and New Orleans is fourth. Those in the top 25 included:

Port	Tons
1. New York	137,353,454
2. Duluth-Superior	49,116,365
3. Houston	43,244,541
4. New Orleans	40,560,350
5. Philadelphia	40,299,023
6. Baltimore	38,434,302
7. San Francisco	35,765,846
8. Chicago	31,674,892
9. Toledo	27,549,366
10. Norfolk	26,211,832
11. Beaumont	22,684,282
12. Detroit	21,211,941
13. Marcus Hook, Pa.	20,569,230
14. Los Angeles	19,999,378
15. Port Arthur	19,925,081
16. Buffalo	18,786,129
17. Boston	17,878,336
18. Indiana Harbor	17,407,937
19. Calcite, Mich.	15,485,479
20. Cleveland	15,466,664
21. Corpus Christi	14,915,183
22. Baton Rouge	14,574,571
23. Texas City	14,388,797
24. Two Harbors, Minn.	14,308,238
25. Mobile	13,873,167



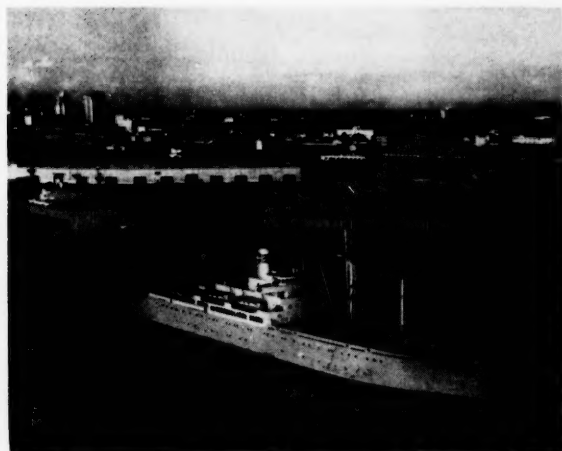
Ward McFarland, center, director of the Alabama State Docks at Mobile, headed an eight-man delegation to Ciudad Trujillo during "Mobile Days" at the Fair. He and Riley H. Smith, executive assistant to the Docks Director, left, talk to Robert Blauvelt, manager of Alcoa's local office.



Grand entrance of the Dominican Fair exhibits flags of 26 participating nations. The exposition represents an investment of more than \$25 million and is expected to be a major tourist attraction through its closing date next August 16.

LURING LATIN TRADE

Down in the Dominican Republic the capital, Ciudad Trujillo, is playing host at an International Fair which is attracting visitors from trade-seeking southern industrial development agencies. Increased business for southern ports will likely result.



This Alcoa steamship shown in the harbor at Mobile carried a good-will cargo to Ciudad Trujillo, including azaleas and paint from Mobile, firebrick from Missouri, lumber from Mississippi and cotton piece goods from Georgia.

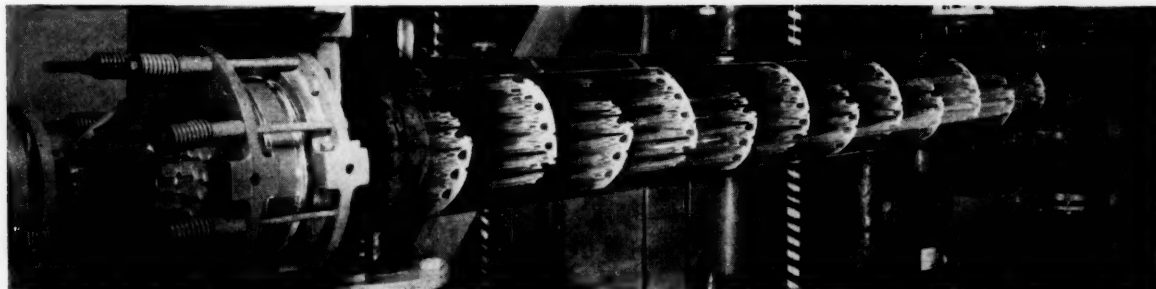


Noted for its beautiful women, virile men, Spanish tradition and culture, Santiago is an ideal base for tourist exploration and discovery in the oldest Spanish colony in America. These señoritas are standing before a wing of the new Hotel Matum.

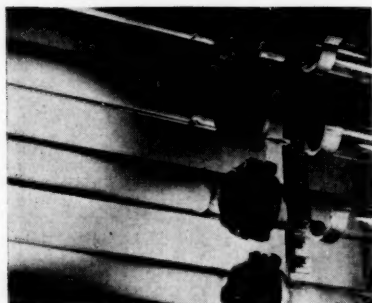
6 Ways Better!

PYREX BRAND GLASS EQUIPMENT...

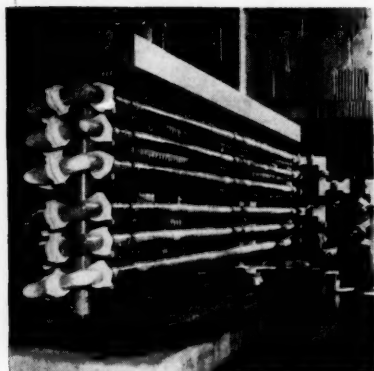
Order Yours *from* Will of Georgia



This PYREX brand glass shell and tube heat exchanger is available in 50 sq. ft. and 13½ sq. ft. sizes.



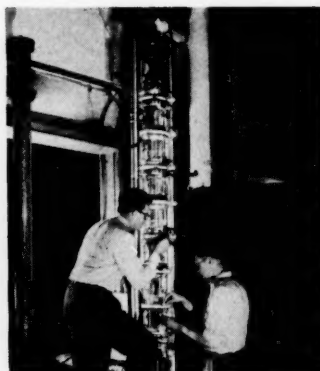
This PYREX brand "Double Tough" glass pipe comes in I.D.'s from 1 through 6" and in lengths through 10 feet.



Tubing sizes for coolers and heaters range from 1 through 4" I.D., and lengths through 120 inches.

Here are six big reasons why famous PYREX brand glass by Corning will do many of your present laboratory, pilot plant, or full production operations more efficiently and at less cost.

- 1 It won't rust. Only hydrofluoric acid and hot alkalis will "touch" it.
- 2 It's noncontaminating. The chemical stability and liquid smooth surface of PYREX brand glass assures product purity.
- 3 It's strong. Has great resistance to both physical and thermal shock.
- 4 It's economical. Installation is easy. Maintenance is negligible.
- 5 It's easy to clean. The hard, smooth surface resists the accumulation of even the stickiest materials.
- 6 It's transparent. Gives you an immediate visual check on conditions inside the equipment.



PYREX brand glass fractionating columns are available in 4, 6, 12, 18 and 23½" diameter sizes.

If you are not now enjoying tough, trouble-free, corrosion-resistant PYREX brand glass pipelines, talk it over with your Will Corporation of Georgia representative. He'll explain how you can order a test line of this pipe to install in your present equipment and prove to yourself its many advantages.

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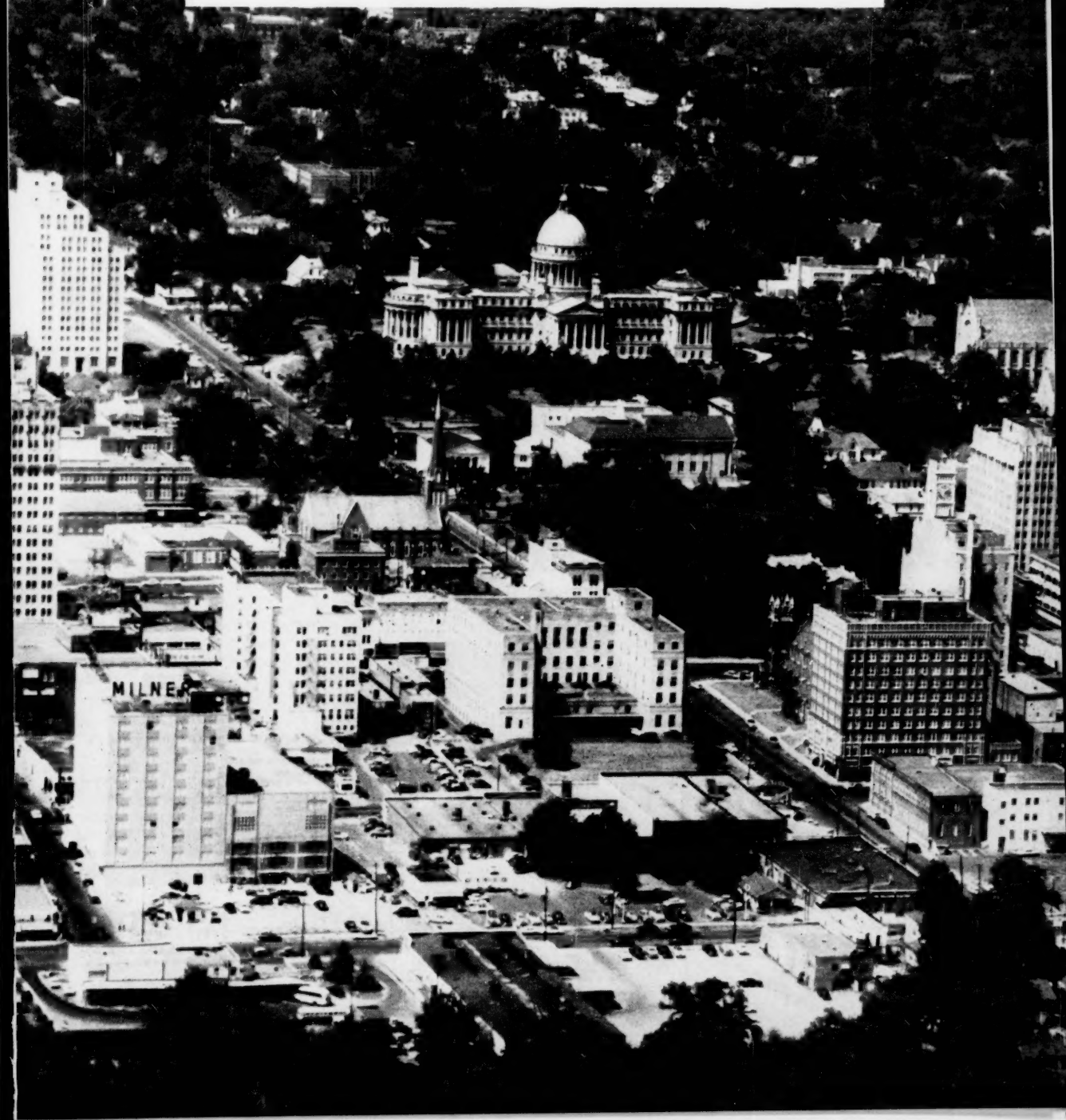
Dynamic Industrial Jackson

JACKSON, MISS. A couple of weeks ago they "lighted off" the kilns in the Jackson Tile Manufacturing Company plant here, adding another chapter to the local industrial development success story.

For the new tile plant, important as it is, merely provides an example of

what has been happening here time and again during the past decade.

Mosaic Tile Company, of Zanesville, Ohio, wanted to enter the Southern market with a subsidiary operation. Company officials, including President Ray Jordan, scanned possible locations in several states and dozens of local

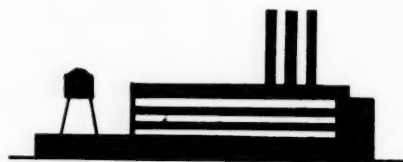


manpower

materials

markets

Mississippi



AGRICULTURAL AND INDUSTRIAL BOARD State Office Building
Jackson, Mississippi

areas.

They wanted a strategic location for serving a wide multi-state market. They wanted good transportation for handling both raw materials and finished products. And they wanted good labor in a governmental atmosphere favorable to industry.

Jackson was the choice, and today the city has a new plant employing 350 workers—a real asset to the local economy. And, significantly, Mosaic is only one of more than 70 new industries located here since the end of World War II.

For the rapid industrialization of the state of Mississippi is nowhere more graphically illustrated than in this capital city and its metropolitan area.

The chamber of commerce here refers to the city, with admirable restraint, as "a growing city." No one can accuse the chamber of exaggeration in that respect.

Between the census of 1940 and that of 1950, the population of Jackson increased 58.2 per cent! The population increase has continued right on through 1955 and into 1956. Furthermore, with the petrochemical industry having established its first multi-million dollar plant in the Mississippi oil fields, there is certain to be a continued growth of the state and of its largest city, both industrially and population-wise.

Considering all this rapid growth, a look at Jackson discloses a singularly uncluttered, uncongested city. Except statistically, there's little or nothing of the boom-town air about Jackson, for its business leaders were obviously planners and they have been markedly successful in keeping several jumps ahead of even such wildfire growth. The city is bustling and prosperous, but there are no violent traffic jams, there's plenty of water, plenty of power, the schools are modern and adequate and, in general, there seems to be little, if any, suffering from growing pains.

What makes a city like Jackson tick? What has built it, in a few decades, from a pleasant small city deriving most of its income from agriculture to an equally pleasant, but bustling, metropolis which is pushing the 160,000 population figure? There is no one answer, one must examine a very large number of factors to arrive at an approximation of the answer. Importantly, too, these factors not only explain the past but they will also give some sort of insight as to what the future



About midway between Dallas and Atlanta, Jackson is advertised as "Crossroads of the South." The trading area includes parts of Alabama, Mississippi, Louisiana, and Arkansas.

holds for Jackson, "the growing city, without growing pains."

One of the outstanding factors in Jackson's past growth and an excellent asset for future growth is its location, which has brought splendid transportation to the city. When Mississippi's present fine new highways were mere muddy cart-tracks, they led, as they do now, to and through Jackson.

The city is on three U. S. highways. "Mighty Eighty" (U. S. 80), the trans-continental highway which extends

from Savannah, Georgia, to San Diego, California, crosses the city from East to West. U. S. 51, one of the principal arteries between New Orleans and the Great Lakes region, and U. S. 49, from the Gulf Coast to Memphis, cross it from North to South and it is also served by a state highway of considerable local importance.

Over these highways, 13 standard truck lines roll 145 truck schedules every day and there are also 8 specialized trucking companies in operation there, serving the oil fields and other specific purposes. Greyhound Lines and the Continental Trailways send 137 bus schedules rolling out of town daily, too.

The north-south main lines of both the Illinois Central and the Gulf, Mobile & Ohio railways pass through Jackson, as well as an important east-west line of the I. C. Actually, the I. C. operates out of Jackson over seven different lines and the G. M. & O. over two, thus making Jackson an important junction point, with reciprocal switching arrangements in effect between the two

Feature City Series

This is another in a series of special reports on Southern cities and metropolitan areas which enjoy unusual growth possibilities. Reprints of this section are available from the Jackson Chamber of Commerce, P. O. Box 1038, Jackson, Mississippi.



The ceramic tile output of the South was boosted by 12 million square feet annually when the kiln at the new Jackson tile plant was lighted by Robert Lowrance, plant manager. Observers included (left to right) L. O. Bradshaw, Mississippi Power and Light; Marvin Collum, president, Jackson Chamber of Commerce; Mr. Lowrance; Warren Farmer, Jackson Chamber of Commerce; Fred Plummer, Mississippi Valley Gas Company; and C. M. Ziegler, Mosaic Tile Company.

companies.

While the Pearl River was once widely used by steamboats and is still navigable, Jackson obtains its favorable rail-water competitive rates not only because of its proximity to Gulf ports, but also because it is near Mississippi River ports, the closest of which is only 40 miles distant. As an important station productive of much tonnage, Jackson is the headquarters of a number of important railway traffic officers who are readily available to answer shippers' questions and to solve their problems.

Delta-C&S Airlines operate out of Jackson in all four directions, affording service to every important city in the country, along with connecting lines. Also serving Jackson with several flights is the Southern Airways system, which operates in eight Southern states. Fifty planes daily lift from the Jackson runways.

Variety of Industries

Before proceeding with further analysis of Jackson's manufacturing companies, it should be noted that Jackson, as the capital of the state, attracts not only all the state agencies, but a large number of Federal payrolls as well, and this money, of course, contributes to the city's prosperity.

The garment industry accounts for

some 25 per cent of the manufacturing employment in the state. Despite the fact that Jackson's N. & W. Industries has a sizable garment plant here, the percentage is much lower in the city.

A growing industry in Jackson is that dealing with plastics; although only one such company employs more than 50 persons, there are several small, growing companies in the city, with more in prospect. Similarly, while there is only one large aluminum extrusion company, there are several smaller ones which are growing.

The glass industry has become very important to the city since the War. The Knox Glass Co., making bottles and glass containers in wide variety, has established 2 plants here and two General Electric Co. subsidiaries, making fluorescent lamps and glass tubing are also important. Knox began operations in Jackson in a small way as long ago as 1933, but the expansion to a huge plant did not occur until after the War. During the past few months the plant, which is now producing 400 tons daily as compared with the pre-war production of 25 tons a day, has expanded still further, through the installation of new glass container making machinery, an increase in the capacity of the furnaces, and a new 56,000 sq. ft. warehouse.

Armstrong Cork Co., which has a

large plant in Jackson for the manufacture of asphalt tile flooring, has just completed a new 30,000 ft. warehouse and other improvements costing over \$100,000.

There are a number of small chemical companies and a few large ones, including the Filtrol Company, manufacturing a filter compound. The box industry is represented by two large companies, the Great Southern Box Co., which makes corrugated and cleated boxes and Rathbone, Hair & Ridgway, manufacturers of wire-bound boxes. A large capacity cement plant has also been located in Jackson since the War.

Among the largest of the old established industries dealing with Mississippi's agricultural economy and still quite important, of course, to the economy of the city are four large fertilizer plants, two farm implement manufacturers of large size and several smaller ones, five large lumber plants, and three large cottonseed oil companies.

In Jackson there is one company with more than 1,500 employees. Thus it cannot be said to be a one-industry city as the products manufactured are extremely varied and no one industry dominates the scene. Besides the largest plant, three other plants employ between 500 and 1,000 persons, while 17 plants are staffed by 100 to 500 employees. Included in the list are plants of such nationally-known companies as Armstrong Cork Co., Ralston-Purina Co., Marquette Cement Mfg. Co., General Electric Co., Mississippi Products, Inc., Buckeye Cotton Oil Co. (P&G subsidiary) and Swift & Co.

Some 46 companies have to do with food preparation and distribution in various forms, but these employ only 1,300 persons, as compared with 1,400 in the 13 furniture and fixture factories. There are 17 chemical companies, 22 lumber and wood products companies, 14 fabricated metal companies and 11 stone, clay and glass companies in Jackson.

East of the city, Industrial Services,

Vickers Picks Jackson

Vickers, Inc., a division of Sperry Rand Corporation, last week announced plans for the location of a branch plant in Jackson to manufacture aircraft hydraulic control units. The new facility will contain 130,000 square feet of floor space and will employ 500 workers.

Inc. has a privately-owned, planned, industrial district at Flowood in Rankin County, just across the Pearl River and within sight of the statehouse. The site was selected with considerable care, in a rural county immediately adjacent to a fast-growing metropolis. The property is at a most important highway junction and is served by two railroads. The developers of Flowood built a half-million dollar motel at the highway junction. This was promptly leased by a downtown hotel which avowedly proceeds on the theory: "If you can't lick 'em, jine 'em." Thus industries in the district have what amounts to metropolitan hotel facilities at their doorstep.

They Really Built in '55

What is given below is not a complete roster of building in Jackson in the year 1955, but it does give the highlights on a number of important new construction projects that took place in that year or were definitely planned for construction in 1956.

Estimated cost—\$1,142,378. A new building of four stories with provision for two additional stories being built by the United Gas Corp., to supply 25,000 sq. ft. of office space and have a total gross area of 40,000 sq. ft.

Estimated cost—\$3,250,000. A new 14-story bank and office building nearing completion for the First National Bank. The bank will occupy 40,000 sq. ft. and there'll be 200,000 sq. ft. of office space in all.

Estimated cost—\$586,962. The new six-story Medical Arts Building owned by the Mississippi Baptist Hospital and located near that hospital for use by doctors. It has sufficient foundation so that four additional floors may be added. The present office space is 72,000 sq. ft.

Among the governmental buildings (federal, state and county) the following were noteworthy in 1955:

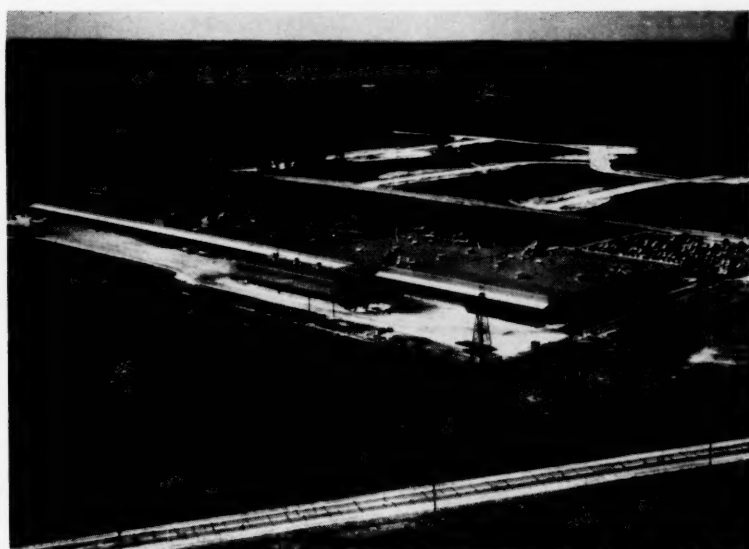
New Hinds County Chancery Office Building, estimated cost \$647,104.

New four-story office building for the Mississippi Farm Bureau, with provision for three additional stories. It will have 25,000 feet of office space.

Two-story new building with a total floor space of 36,500 sq. ft. to be used as the Mississippi State Highway Safety Patrol headquarters—estimated cost \$350,000.

The George Washington Carver Library for negroes completed at a cost of \$100,000.

Two new buildings for the Missis-



Century Manufacturing Company, a subsidiary of National Presto Industries, manufactures pressure cookers and small electric appliances in this Jackson plant completed last year.

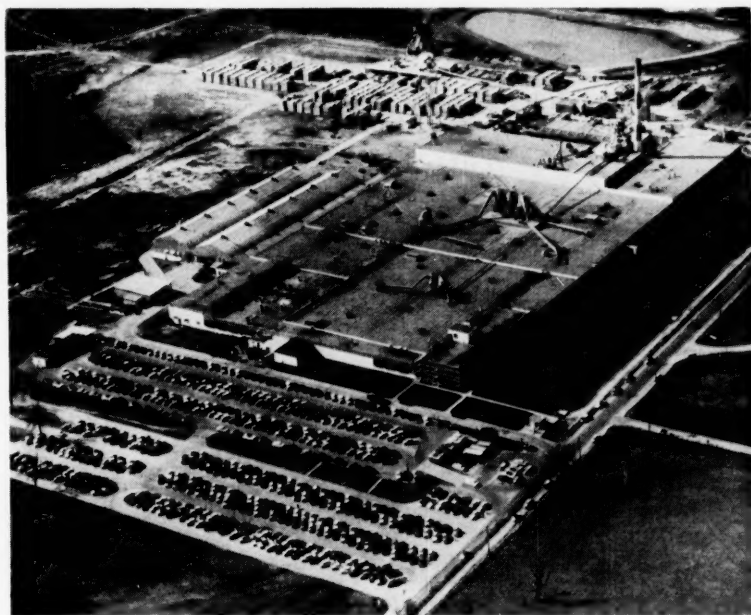
issippi National Guard—combined floor space 22,000 sq. ft.—completed cost \$200,000.

A new tornado-spotting station for the Weather Bureau at the Jackson Municipal Airport.

A new branch post office—air-conditioned.

A new Methodist Orphanage, costing \$109,475.

Headquarters building for the Mississippi State Medical Association, cost-



This plant of Mississippi Products, Inc., is Jackson's largest industry. Some 1600 workers are employed in making furniture, radio, television and sewing machine cabinets.

ing \$65,155.

A State Crippled Children's Hospital
to cost \$400,000.

Belhaven College has a million dollar construction campaign in the works which will include building a science hall, a field house and a men's dormitory and construction of the science hall is practically completed.

Over \$1.5 million in church construction—the value of new church construction in Jackson has exceeded \$1 million every year since 1945.

Returning to new construction for the downtown area—the Dale Building will be nine stories high, with 87,534 sq. ft. of office space; a new six-story annex to the Deposit Guaranty Bank will make 33,000 sq. ft. of banking and office space available, and the same bank has opened a branch which has a foundation to accommodate five additional stories.

The new Primos Building will house a restaurant and retail stores on the ground floor and the Jackson Air Defense Filter Center on the second floor.

The Sanders Building will contain 23,000 sq. ft. of space on two floors.

The one-story Lyle Cashon Building will cost over \$125,000.

The new McBeath Building will have

8,000 sq. ft. of floor space.

A half-million dollar motel, with 74 rooms and suites, a restaurant and a swimming pool was completed in 1955.

R. E. Dumas Milner, who built the new Milner office building in Jackson a few years ago, bought the Edwards Hotel and is spending \$300,000 on reconstruction.

Also, in 1955 Jackson added a new department store, a new sporting goods store, the largest medical clinic building in the state, eight new service stations by the same oil company, and \$1.25 million in shopping centers.

Who Buys in Jackson

The retail trade area of Jackson comprises 16 Mississippi counties—five tiers of counties from North to South and three counties wide except in the lower tier where four smaller counties are included. In 1954, the last complete year for which figures are available, the retail purchase by the city of Jackson proper amounted to some \$130 million—those of the 16 counties to nearly \$310 million. In that year, the retail dollar volume in the city was more than \$220 million, according to state sales tax figures.

There are more than 270 wholesale outlets in Jackson and it is rapidly expanding as a distributing center. Its wholesale trade area includes the entire state of Mississippi, most of western Alabama and a fringe of counties in eastern Louisiana. Actually, within a radius of 400 miles from Jackson, these huge market centers are situated: Atlanta, Dallas, Fort Worth, Birmingham, New Orleans, Memphis, St. Louis, Mobile, Tulsa.

Bringing payrolls into town has had a marked effect, of course, on Jackson's effective buying income per family, which was over \$5,500 in 1954, well above the state average.


Impressive Resources

The Jackson area can supply—as natural resources—petroleum, natural gas, bentonite, timber, forest products (pulpwood), clay, salt and numerous agricultural products. The burgeoning Mississippi oil fields are of prime importance to Jackson, which is near some 50 fields which are currently producing some forty million barrels annually. Oil was first discovered in the state in 1939, but there are now more than a hundred producing fields in Mississippi. As the largest city in the state, Jackson has attracted the offices of a number of the oil companies.

The most important recent development in the state has been the establishment of the first petrochemical plant. This multi-million dollar establishment at Purvis is now under construction. This particular industry, of course, has a history of sprouting plants in rapid succession if raw petroleum supplies are available and it is a fairly safe bet that history will repeat itself here.

Jackson is in the fortunate position of having a power network of virtually limitless capacity to call upon in case of need, both as to electric power and natural gas. The electric power is supplied by the transmission system of the Mississippi Power and Light Co., and there are four separate 110,000-volt trunk lines converging here. The generating plant has a capacity of 155,000 k.w., and the power company has two other generating stations at Natchez and Cleveland, Miss., both near Jackson, which may be called upon in the case of emergency.

Apart from the company's generating capacity of 410,000 k.w. in Jackson or near at hand, it also has available for



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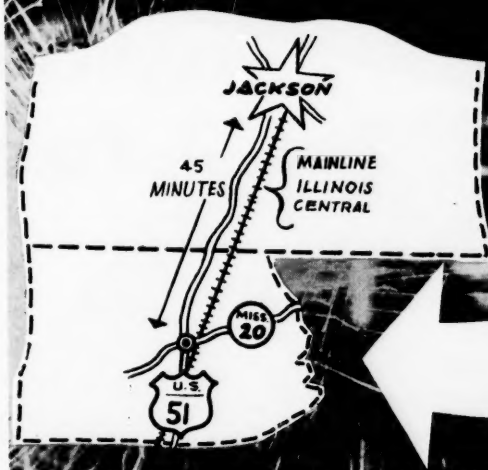
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Location — ideal sites — large, low in cost — for economical construction and operation and strategically located in relation to state, regional and national markets.

Transportation — on mainline Chicago to New Orleans railroad and main U. S. Highway. Major air terminal 45 minutes away and local air field available for company planes.

Fuel — two major 30" gas pipelines cross Copiah county, connecting with the world's greatest reserves of natural gas. 110,000 volt substation at city limits. Ample ground water, too.

At the heart of Copiah, "Mississippi's most diversified county" — Hazlehurst offers industry all the advantages of an established community . . . without the management and production problems of a highly concentrated metropolitan center.

Focused on Hazlehurst is a reservoir of native-born man-power. Survey shows these small land holders are eager and adaptable for skilled work. In addition, an industrial training program is set up and can be tailored to your specific needs—at famed Co-Lin Junior College.

Look to Hazlehurst for tailor-made industrial advantages—and a ready-made welcome. Hazlehurst has it—for industry!

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MISSISSIPPI'S MOST DIVERSIFIED COUNTY

For specific information, or location survey, contact Industrial Committee, Chamber of Commerce, Hazlehurst, Miss. All inquiries handled confidentially and without obligation to you.

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Within a 400 mile radius of Jackson — "Crossroads of the South" — lies the fastest growing market area in the nation: 22,984,000 prospective customers, 247,196 retail outlets with total annual retail sales in excess of \$19 billion. Excellent transportation facilities provide overnight freight service to most points lying within this radius and easy access to the growing markets of Central and South America. In addition to its ideal location, Jackson offers you all the other factors needed for a successful industrial operation: a dependable source of low-cost electric power, an abundant supply of natural gas at reasonable rates, a reservoir of semi-skilled and skilled labor, progressive city, county and state governments, and a friendly, cooperative attitude on the part of the general public.

For a comprehensive survey of the Jackson area as pertaining to your particular requirements contact the Industrial Development Department, Mississippi Power & Light Company, Electric Building, Jackson, Mississippi. No obligation, of course, and all inquiries are treated as confidential.

MISSISSIPPI POWER & LIGHT COMPANY
HELPING BUILD MISSISSIPPI
for over a third of a century

INDUSTRIAL JACKSON

emergencies the entire interconnected Middle South system, which, through four companies in three states, has 2,000,000 k.w. of capacity.

Similarly, the natural gas supply is geared to a vast network tapping abundant sources. The Mississippi Valley Natural Gas Co. supplies the city with natural gas, obtained partly from a local gas field. However, the major source is the huge pipeline system of the United Gas Pipe Line Corporation, which taps more than 250 fields in Mississippi, Louisiana and Texas and guarantees Jackson a dependable supply.

Although the use of water in Jackson has increased more than 500 per cent in the last twenty years, the Pearl River, the various creeks and the underground water supplies have taken care of all demands, without measurable lowering of the water table. The average daily use of city water is about 15 million gallons, but this is frequently stepped up to about 22 million gallons during hot weather when air-conditioning units are running full blast.

The average stream flow of the Pearl River past Jackson amounts to over a billion gallons a day. In addition, underground water supplies another ten

million gallons daily to industrial plants by means of wells. Actually, this seems to afford a safe cushion between the demand and the supply of water, but Jacksonites are not in the habit of being complacent. They endeavor to do things before they become emergency measures and they haven't let the present ample water supply lull them into a false sense of security.

While the daily use of water through Jackson's municipal system averages 15 million gallons, a new filter basin recently completed gives a daily capacity of 22 million gallons and plans are complete to add two additional filter basins as soon as possible.

Brimming Labor Pool

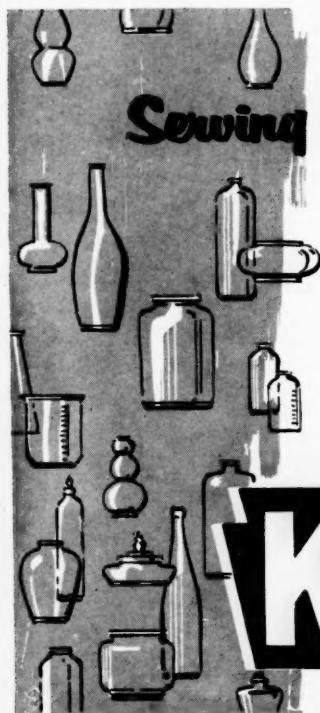
The labor supply in Jackson itself, as listed by the Mississippi Employment Service, is approximately 4,500 persons. This can be materially increased, since recent interviews showed several Jackson jobholders to be commuting residents of communities up to 50 miles distant. Past experience also shows that the Mississippian makes a conscientious, easily-trained worker. It should be noted, too, that less than one

per cent of the workers in Jackson are foreign-born.

In Mississippi and in Jackson specifically, the community leadership is not anti-labor but believes firmly in the principle that no one should be coerced into any organization. When, after World War II, the national unions began a determined effort to organize Southern labor, an organization known as the Mississippi Research and Advisory Council was set up in Jackson. It is staffed by attorneys who are experts in labor relations and by other specialists. Thus Jackson industrialists had counsel and other help that enabled them to meet the threat effectively. The organization is available to any Jackson industry requiring its services.

The governmental officials in Mississippi are thoroughly out of sympathy with the high-pressure and unreasonable methods sometimes adopted by professional organizers. The state "right-to-work" law insures the rights of the workers to resist such pressure.

Five National Labor Relations Board elections in the last three years found the workers voting against any union affiliation. In two other cases, they decided to unionize. With the high percentage of native-born population,



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JACKSON

Jackson's workers are not influenced by incendiary radical trends and foreign ideologies. They are interested instead in a healthy labor-management relationship which will promote existing industries and urge other industries to come to Jackson. Here the mechanics of production and distribution can be solved without the handicaps and worries of constant friction and anti-management attitude of the workers.

Throughout the Jackson area the site seeking industrialist finds an abundance of workers eager to find employment in industrial plants. As in other sections of the South farm mechanization is steadily increasing the reservoir of willing plant workers.

Take, for example, Hazlehurst in Copiah County some 35 miles South of here. Changes in the agricultural economy of the county have led to a substantial surplus of both male and female labor.

A survey made recently for a prospective new industry showed 658 male and 233 female job applicants in the files of the Mississippi Employment Service. And it has been the experience of the Hazlehurst employment office that such registrations reveal only about 30 per cent of potential job applicants.

Typical of firms lured to the area by favorable labor conditions is R. C. Owens Company of Hopkinsville, Kentucky, which established an operation in Hazlehurst recently. According to Owens, "One of the most impressive factors was the general attitude of the people and the abundance of cooperative labor, which in turn, creates fine management-labor relations."

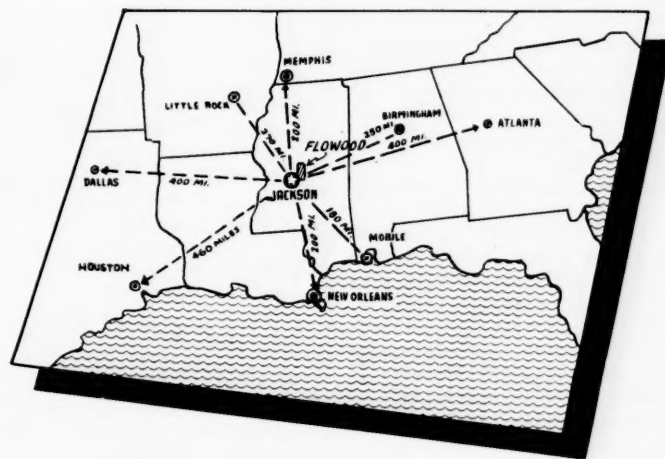
Municipal Government and Facilities

The city is governed by a commission, consisting of a mayor and two commissioners, who are elected by popular vote for a term of four years. The annual per capita cost of operating the city government was \$65.69 at the last analysis, a highly creditable figure, when it is considered that the national average for cities in the 100,000 population class is \$98.26.

Rated as a "prime-primary" medical center, Jackson is well-equipped to handle the thousands of people who come here annually seeking medical service. Being the capital, it has, of course, the large and well-equipped offices and laboratories of the State Health Department, and in conjunction with Hinds County, the city operates

Flowood

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a joint public health department with a personnel of 43 people.

Of particular importance to new industries is the fact that the public school system has set up a wide program of training in industrial arts and vocational training. At the junior and senior high school levels, numerous such classes are held in both the white and colored schools. The system also has evening classes in such subjects for those who are employed and need either supplemental or on-the-job training.

The two colleges in Jackson proper are Millsaps College (Methodist) with a regular session enrollment of 617, night school 410 and summer school 429 and Belhaven College (Presbyterian) which has an enrollment of 223. Mississippi College, with a total enrollment of 1,193 is situated just outside the corporate limits of the city, and Hinds Junior College is just a few miles away. This college has an enrollment of 1,266 and offers vocational training in machine shop, auto mechanics, radio and TV mechanics, electricity and wiring, motor repair, refrigeration, air conditioning, airplane mechanics, office machine repair—and barbering.

There are four negro colleges in the city or the immediate vicinity; two for training teachers.

There are three daily newspapers. *The Jackson Daily News* (morning)

Civic Leadership in the Jackson Area

For a city of its size Jackson has achieved a remarkable output of top business and industrial spokesmen. In recent months six local business leaders have headed national organizations. They include:

A. Boyd Campbell, president, U. S. Chamber of Commerce; Allen C. Thompson, president, American Municipal Association; William Vaughney, president, Independent Petroleum Association; Garner Lester, president, National Tax Equality Association; Heber Ladner, president, National Association of Secretaries of State; J. F. Montgomery, president, National Association of Mutual Insurance Agents.

Regionally, Les M. Taylor of Mississippi Power and Light is vice president of the Southern Association of Science and Industry. The state vice president for SASI is J. D. Wise, a banker in nearby Hazlehurst.

and the *Daily Clarion Ledger* (evening) are owned by the same publisher. The third newspaper, started early in 1955,

is the *State Times*. Six weekly newspapers are published, including two for negroes.

The city is served by six radio stations (including an FM station) and two television stations. WLBT, owned by the Lamar Life Insurance Co., is VHF and affiliated with NBC. WJTV, owned by Capitol Broadcasting Co., represents a consolidation of two previously independent stations.

Jackson's three banks (one national, two state) have combined total resources of well over \$200 million. Two are members of the Federal Reserve System and all three are F.D.I.C. insured. They operate a total of twelve branches in the city (state branch banking is forbidden by law in Mississippi).

Jackson is in the Deep South, where winters do not exact the toll from industry that is customary in more rigorous climates. The mean temperatures over a ten-year period show the following:

Month	Degrees
January	48.7
February	50.7
March	58.2
April	65.0
May	72.6
June	79.8
July	81.8
August	81.8
September	77.1
October	66.6
November	55.7
December	49.0
ANNUAL AVERAGE	65.6

In the same ten-year period, a comparison with several of the more important Northern cities indicates that, in January, the mean temperature in Jackson is 18.5 degrees warmer than in these cities, while, in July, the mean temperature is 9.0 degrees warmer.

The average rainfall per year is about 50 inches, which is fairly well distributed through each month, except that September and October usually have only about half the rainfall of the other months. The precipitation is rarely either excessive or deficient at any time of the year in this climate.

A Healthy Industrial Climate

The drive of this awakening giant of a state toward enhanced industrialization, which received a tremendous impetus under Hugh L. White, who was governor of Mississippi for the last four years, will be continued during the next four years. This assurance was given to MANUFACTURERS RECORD by the new governor, J. P. Coleman, in a letter dated February 2, 1956, addressed to Publisher H. M. Conway, Jr.,



Jackson is a major medical center with several large new hospitals. An important asset is this medical center which includes the University of Mississippi Medical School and a 300-bed teaching hospital.

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ABOUT ANY OF THESE PLANS.**



**The LAMAR LIFE
INSURANCE COMPANY**

JACKSON, MISSISSIPPI



Jackson leaders believe in planning. Shown discussing a zoning program to guide future development are (left to right): L. O. Bradshaw, manager of Industrial Development Department, Mississippi Power and Light Company; Ross Dodds, president Hinds County Board of Supervisors; H. V. Allen, executive director Mississippi Agricultural and Industrial Board; Marvin Collum, president Jackson Chamber of Commerce; Mayor Allen Thompson; Fred Johnson, Gulf, Mobile and Ohio Railroad; H. T. Lewis, Illinois Central Railroad; and Mendell Davis, manager Jackson Chamber of Commerce.

in which the new governor said:

"Mississippi, from 1956 to 1960, as in all previous years, will maintain a special interest in attracting new industries and fair treatment to those already established."

"The Governor, the Legislature, and all responsible officials of our state must conduct our government on such a high plane of service, economy, and stability as to leave no doubt in the minds of the capitalists and industrialists of the nation that Mississippi is an outstanding, safe place in which to locate and operate."

This attitude on the part of the Governor is reflected in his capital city. The mayor and other city officials and the County Board of Supervisors are all ardent supporters of industrial development and they have expressed their support in an extremely practical fashion through their willingness to extend sewer lines, water lines and streets to new industrial locations.

Mendell Davis, general manager of the Chamber of Commerce, and Warren Farmer, industrial manager, have large quantities of economic data readily available and they are prepared to make further surveys of a special nature as requested by industrial pros-

pects. Jackson is also the headquarters of the well-equipped industrial departments of the Mississippi Power & Light Co., and the Mississippi Valley Gas Co., as well as the efficient and experienced state industrial development board headed by Henry Allen.

In addition to these "professionals," there are numerous local business men who are devoting much time and effort to seeing to it that Mississippi continues its giant strides away from its former "colonial" economy of being merely a source from which raw materials could be drawn for manufacture elsewhere. More and more products could now be stamped with the alliterative slogan: "Made in Mississippi."

The Chamber of Commerce at Jackson does not necessarily confine itself to delivering data and information to prospective industries. It is set up also to render very definite and concrete aid as well, in the form of the arrangements for tax exemption under certain circumstances and, where local financing is desired to assist in securing sites and buildings, to arrange for such assistance under the following plans:

(a) To arrange privately negotiated loans for sound companies with Mississippi insurance companies and local

mortgage loan agencies.

(b) To arrange for the purchase of sites, through several local companies, on which buildings may be built to specifications and leased to desirable new industries.

(c) To arrange the details under the provisions of Chapter 241, of the Laws of Mississippi, 1944, popularly known as the B. A. W. I. Act (Balance Agriculture With Industry). This Act authorizes political sub-divisions, such as cities, towns or counties, to vote industrial bonds for the purpose of purchasing land and constructing buildings for lease to new or expanding industrial enterprises.

Jacksonites are a solid "team" in welcoming new industry to the city and to Mississippi. They are equally concerned with the civic improvement of their city to make it attractive to new industry. There are 22 men's service clubs in Jackson, engaged in a wide variety of civic improvement activities, as well as eight women's clubs which are also active in the local hobby of making Jackson a better place in which to live. The impact of all this will be evident in the future progress of the area.

Recommended Reading

The following reports may be obtained from the Jackson Chamber of Commerce, P. O. Box 1038, Jackson, Mississippi.

Action Toward Balanced Community Development—1953 Annual Report, 24 pp.

Building a Bigger and Better Jackson—1954 Annual Report, 20 pp.

Spotlight on 1955—1955 Annual Report, 23 pp.

Wholesalers, Jobbers & Distributors in Jackson, Jan. 1955, 21 pp.

Wholesale & Retail Facts and Figures About Mississippi's Jackson Market, May 1955, 9 pp.

Manufacturers Directory, Oct. 1955, 14 pp.

Facts About Jackson, Mississippi—Jackson Assets: Location, Labor, Markets, April 1955, 54 pp.

Important Information and Significant Facts For Firms Considering Jackson as a Location, Aug. 1954, 6 pp.

Those listed below were compiled by the Development Department of Mississippi Power & Light Company, Electric Building, Jackson.

Apparel Market, Sept. 1955, 21 pp.

Food Products—Markets, Raw Materials, Transportation Cost, Feb. 1955, 20 pp.

Furniture & Appliance Market, Nov. 1954, 19 pp.

Industrial Facts, 1955, 29 pp.

Retail Trade and Population Analysis, 1953, 41 pp.

Room Air Conditioners Market, 1955, 10 pp.

5 reasons why **PRODUCTIVITY** **and** **PROFITS** **are higher in** **JACKSON** **MISSISSIPPI**

- 1.** LOCATION . . . Over 23,000,000 people (some 13% of the U.S. population) live within a 400 mile radius of Jackson—"Crossroads of the South." Most cities lying within this growing market area have overnight freight service from Jackson.
- 2.** FRIENDLY LABOR . . . Mississippi's right-to-work law is a reflection of the friendly, compatible attitude on the part of Mississippi workers, who believe in giving a fair day's labor for a fair day's pay. Industry reports indicate that worker productivity in the Jackson area is from 30 to 50% higher than in other areas of the nation.
- 3.** ATTITUDE OF PEOPLE . . . Indicative of the cooperative attitude of the people of Jackson and Mississippi toward management and industry is the phenomenal industrial growth which this area has enjoyed over the

past ten years. City, county and state legislation reflects this friendly feeling.

- 4.** DIVERSIFICATION . . . Jackson has a total of 255 manufacturing enterprises, employing around 10,000. In only three of these industries does the employment exceed 500 in number. As the Capital of the state and the largest wholesale and retail center in the region, Jackson has a diversified economy that is favorable to the growth and development of any type industry.
- 5.** AREA ADVANTAGES . . . Within a 40 mile radius of Jackson are a number of small, friendly communities, offering excellent plant sites for those industries desiring a suburban location with all the advantages offered by a nearby metropolitan center. These surrounding communities also provide an excellent reservoir of intelligent, stable labor.

For descriptive literature and detailed information concerning your particular requirements, write:

JACKSON CHAMBER OF COMMERCE
 DEPT. A, JACKSON, MISSISSIPPI

A Quick Picture of
**Opportunity
for Industry in
Jackson**

Jackson Offers Industry

- | | |
|--------------------------------|--|
| Growing Markets | —Local, regional and world. |
| Abundant Resources | —Farm, forest & mineral. |
| Friendly People | —Ample, adaptable labor pools. |
| Choice of Plant Sites | —Reasonable cost without crowding. |
| Moderate Climate | —Short winters, ample rainfall. |
| Superior Transportation | —Rail, water, air and highway. |
| Strategic Location | —Lies across East-West and North-South trade routes. |

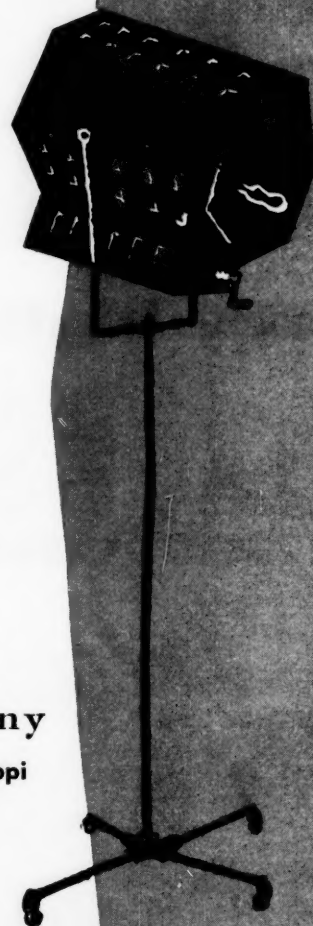
and Pleasant Living whether you come to Jackson with industry in mind, to establish a business or for active, interesting retirement years.

Write, call or wire
Industrial Development Department

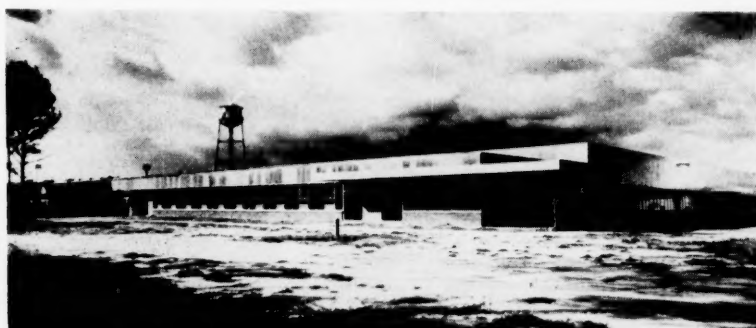
Mississippi Valley Gas Company



Jackson, Mississippi



NEW PLANTS



Rockwell Manufacturing's new Statesboro plant is fully air-conditioned. The unit was originally built for General Instrument Corporation, but as a result of change in plans the firm never occupied the plant.

ROCKWELL TO MAKE VALVES, METERS IN NEW PLANT AT STATESBORO, GA.

PITTSBURGH. Rockwell Manufacturing Company has announced purchase of a new 106,000 square foot plant at Statesboro, Georgia, from General Instrument Corporation of Elizabeth, New Jersey.

The new plant—a one-story aluminum sheathed steel-and-concrete building completed last September 15—will be used to manufacture a variety of Rockwell meter, valve and other products, according to Willard F. Rockwell, Jr., president.

The new plant is Rockwell's 17th. Designed by Bergen and Bergen, architects of Savannah, and built originally for production of television and radio parts, the plant was sold to Rockwell as a result of changes in General Instrument's manufacturing plans.

The plant is located on a 33-acre plot in Statesboro, the county seat of Bulloch County, about 50 miles northwest of Savannah and 80 miles southeast of Augusta. Population of the town is slightly over 6,000; of the country, about 25,000.

The building includes 80,000 square feet of manufacturing space and 26,000 square feet of office and service areas. It is completely air-conditioned and has fluorescent lighting throughout.

In addition to the building itself, Rockwell said, the community has been an important factor in the purchase decision. Statesboro, he said, offers a large labor pool, adequate transportation and other "basic" facilities, and "a real interest in industry."

The plant is located near the Central of Georgia Railroad and on Route 301, the main highway from Florida to Michigan; it is also adjacent to an ade-

quate airport.

Other advantages, Rockwell said, include Statesboro's mild climate (51 degrees, mean temperature in winter), cultural atmosphere (it is the home of Georgia Teachers College), "excellent" schools and nationally recognized recreation program and facilities.

He also cited the "progressive outlook" and "civic pride" of the community as exemplified by the fact that Statesboro recently won first prize in a statewide community improvement program.

"This is the type of community we are especially interested in," Rockwell explained, "because our industrial development program and policies depend on close and active long-term partnership between the company and the communities in which we operate."

National Container Sets \$1.5 Million Miami Unit

MIAMI. Ground has been broken by Miami National Container Corporation for construction of a new \$1.5 million corrugated paper box plant here, Samuel Kipnis, president, has announced.

The company is a wholly owned subsidiary of National Container Corporation, one of the country's largest manufacturers of corrugated Kraft paper shipping containers and multiwall paper bags.

The new plant is scheduled for completion about June 1, 1956. To be located on a ten-acre plot at 3700 East 33rd Street, Hialeah, it will cover approximately 110,000 square feet. It will provide more than twice the floor space of the company's present Miami instal-



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Stillwell 4-5922

NEW PLANTS

lation, at 3700 N. W. 54th Street, Miami, which will be sold.

Employment is also expected to be doubled at the new plant, according to the company. The present plant, built in 1949, today employs approximately 65 people.

Executive personnel of Miami National Container will remain the same, with Lee Lebow as vice president and sales manager and Charles Ordintz as production manager.

"We intend to expand our production of paper boxes for the citrus industry in the Homestead Redlands area," Mr. Lebow said. "In addition, we are serving growing paper box markets in Venezuela, Puerto Rico and Mexico."

"Boxes for transporting baby chicks are another of our specialties," he said, "and we have recently developed new paper containers for shipment of tropical fish, a thriving and growing enterprise in our marketing area."

National Container operates 19 box plants, three bag plants and seven Kraft pulp, board and paper mills, in addition to thousands of acres of timberland.

Texas Firm Enters Plastics Molding

HOUSTON. Wyatt's Plastics, Inc., a new company in the plastics field, has completed its plant here. Its foremost activity will be custom molding of plastic and rubber products. In addition, it will offer engineering and technical assistance in determining the feasibility of making finished products from plastics, as well as assistance in economical design of a product.

Wyatt's Plastics, Inc. is a subsidiary of Wyatt Metal & Boiler Works. The new plant adjoins the site of the parent organization with its offices at 5928 Katy Street, Houston.

The plant manager is Carl J. Eckenrodt, who held a similar position with Wright Manufacturing Company, Houston, whose plastics division became the nucleus of Wyatt's Plastics, Inc. When the Wright Company was sold last year, its plastics division was purchased by Wyatt's and equipment was moved into the new building. Since then additional equipment has been installed.

It is now equipped for compression and transfer molding of all thermo-setting materials. Among its proprietary items is a cleat for a football shoe, a product now nationally distributed.



Koenig's new headquarters in Houston include a showroom, administrative offices, and plant facilities. The firm expects to consolidate several existing units at the new location.

KOENIG IRON ANNOUNCES NEW UNIT FOR HOUSTON INDUSTRIAL DISTRICT

HOUSTON. Koenig Iron Works, Inc., a 35-year-old manufacturing company, is building a \$425,000 plant in the Highlands industrial area, northwest of here. The structure will house the general offices for several Koenig companies and the manufacturing facilities for King Winch, Inc.

The firm produces winches, all-steel cabs for Jeeps, standard and specially designed utility and truck bodies, and wrecker accessories for Jeeps.

Constructed of steel and masonry, the Koenig plant will have 25,000 square feet of floor space with windows only on the south and east sides. Reversed-flow fans and floor-level louvers will insure a steady movement of fresh air throughout the plant.

The 5,000-square-foot general office area will be air conditioned, while the plant proper is designed for easy conversion to complete air conditioning.

Adjoining the office will be a combination showroom and drive-in lobby

for displaying the largest Koenig-made utility truck body with winches installed.

In appearance the finished plant will have a pleasing unity or buff hollow-construction tile and pink velour texture Norman brick. Tinted glass is planned for the lobby.

Officers of the Koenig company are Emil H. Koenig, president; Horbert Koenig, vice president; Bill Koenig, vice president, and Mrs. H. K. Pellet, secretary-treasurer. William R. Welch is vice president in charge of sales.

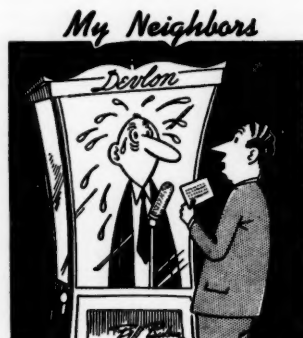
Koenig plants are at present in several locations: 2214 Washington, 1601 Alamo and 2312 Summer, all in Houston. The firm's eventual aim, Mr. Koenig said, is to consolidate them all on one tract.

Davison Chemical Adds New Research Lab

BALTIMORE. The expanding research activities of the Davison Chemical Company Division of W. R. Grace & Company will be housed in a new laboratory near Baltimore scheduled for completion in 1956, Marlin Geiger, Davison President, announced last month.

Approximately 52,000 square feet in total area, the three story building will provide for a staff of 160, including professional and supporting personnel. The 148-acre site was selected for maximum convenience about midway between Baltimore and Washington, near the John Hopkins University Applied Physics Laboratory.

"The growth of Davison's research program is necessary to provide sup-



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H. McKinley Conway Jr., Publisher

March, 1956

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.....But it concerns a publication in which you have a vital interest. Therefore, we hope you will make certain that this notice is referred to the proper persons in your organization.

We are now well along on the compilation of the 47th annual edition of the BLUE BOOK OF SOUTHERN PROGRESS. And the 1956 number promises to be the biggest and best yet!

Several important improvements are being made in the new edition. We are combining the SOUTHERN INDUSTRIAL DIRECTORY with the BLUE BOOK so that each state section will include a list of major manufacturing plants. Moreover, we are adding a classified index which will serve as a purchasing guide for industrial supplies and services.

There will also be a substantial increase in the circulation of the BLUE BOOK-DIRECTORY edition. This, plus the increase in content, we believe will make it the most widely used southern reference publication yet issued.

For these reasons your organization should take steps immediately to be properly represented through advertising. Remember that this new edition will be used throughout the coming year by more than 15,000 executives in all sections of the country.

In addition, you should immediately reserve enough copies to meet your needs for the next twelve months. Remember that our supply may be exhausted soon after publication.

The deadline is only a few weeks away. Please act immediately to avoid disappointment.

Sincerely yours,

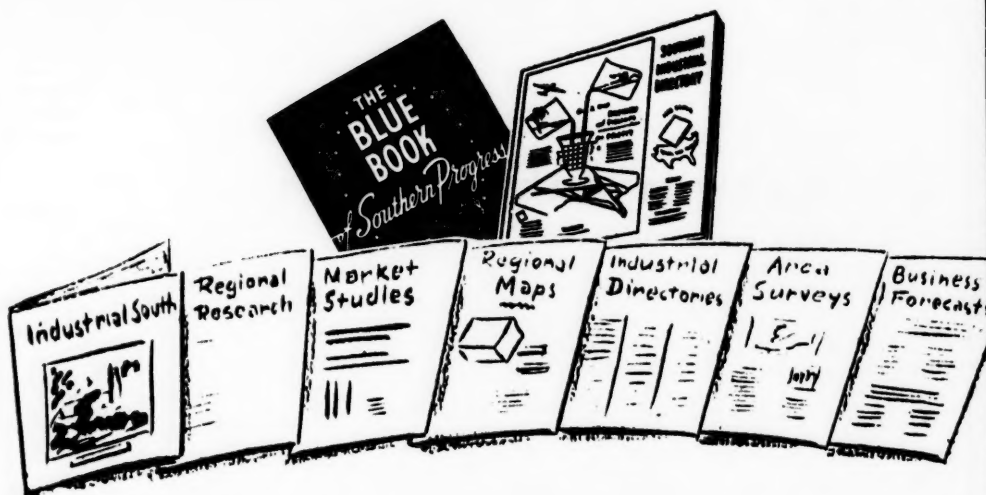
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Now, In One Fact-Filled Edition Manufacturers Record Offers An Encyclopedia Of The Industrial South!

Here's important news for all who need information about the economy and the industries of the South—manufacturers, bankers, editors, government officials, educators, market researchers, and officials of railroads, utilities and other concerns serving industry.

A special edition compiled by the editors of **MANUFACTURERS RECORD**, the South's oldest business publication, now affords the most comprehensive survey yet made of the economy and the industries of the southern states. This is the annual research and reference edition which now combines both the *Blue Book of Southern Progress* and the *Southern Industrial Directory*.

The *Blue Book* was founded in 1909 and is regarded as the most authoritative source of facts and figures on every phase of the South's economy. It provides economic summaries of each of the southern states as well as composite figures for the South as a whole.

Economic statistics for the *Blue Book* are compiled by Caldwell R. Walker, who serves as full-time economist and Washington editor for Conway Publications. Walker has spent more than a decade contacting federal agencies and other information sources to develop the unique content of the *Blue Book*.

The *Southern Industrial Directory* affords an index of major manufacturing firms throughout the region. Industries are listed both geographically and by product. A code indicates approximate number of employees in each plant.

The *Directory*, first published in 1952, has been issued under the auspices of the

Southern Association of Science and Industry. The extensive files of SASI's research headquarters in Atlanta are utilized in its preparation.

The new *Blue Book-Directory* thus provides in one compact reference source the best available information concerning the industrial development of the South. It is a key to executive planning for business expansion in the nation's fastest-growing industrial area. The new edition can help you:

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The new edition includes charts and tables on business volume, population, retail and wholesale sales as well as current figures covering activity in agriculture, forestry, mining, processing, manufacturing, construction, and finance.

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port for existing products and for additional diversification," Geiger said.

Present Davison research activities are largely centered at the division's Curtis Bay Works in Baltimore. Process engineering research will continue at Curtis Bay, while other departments that will be transferred to the new laboratory include: research management, chemical research, agricultural research, catalyst research, nuclear research and new products development.

Architects for the project are Voorhees, Walker, Smith & Smith of New York. Consolidated Engineering Corporation of Baltimore are building contractors.

U. S. Rubber Buys Louisiana Tract

BATON ROUGE. Naugatuck Chemical Division, United States Rubber Co., has acquired a 150-acre tract of land in the Scott's Bluff region here on which it plans to construct a new chemical plant for the manufacture of Kralastic plastic materials used for pipe, automotive parts and a variety of industrial products.

"We expect our total investment in this new plant will be more than five million dollars and it will more than double production capacity for these fast growing plastic materials," John E. Caskey, vice president of U. S. Rubber and general manager of the Naugatuck Chemical division, said. "Construction will start immediately and the new plant is expected to be completed by July 1957."

Kralastic is a copolymer based on styrene, butadiene and acrylonitrile. Chemically resistant pipe is its largest single use today. Automotive parts such as Royalite seat panels and roof liners is another growing market for the material as well as various industrial products such as textile bobbins, business machine housings and lawn mower wheels.

International Minerals Expands In Florida

BARTOW, FLA. A multi-million dollar expansion program, expected to double the production capacity of its Bonnie plant near here has been announced by Louis Ware, president of Corporation. The Bonnie plant is the major unit of the corporation's Phosphate Chemicals Division and manufactures triple superphosphate and feed grade dicalcium phosphate.

International has appropriated four million dollars for the first step in this program which is to include a second sulfuric acid plant and new equipment for the neutralization and recovery of plant effluents. When this expansion is completed, the Bonnie plant will be able to produce 500,000 tons of product annually, Ware said.

Ware further stated, "this program indicates our full confidence in the Bonnie plant and the future for its products. Recent process developments and improvements have exceeded our expectations. The success of the new process

for making dicalcium phosphate, as well as the peak operation at Bonnie during recent months, have combined to give very favorable costs of production and justify this further expansion.

"Dicalcium phosphate is an essential ingredient in animal and poultry feeds and our uniformly granular product, marketed as Dynafos, is particularly well-suited to the automatic mixing operations of the large feed manufacturers. Market demand for this product has exceeded present production capacity. Our triple superphosphate, used largely in the manufacture of high-analysis

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In line with its continuing program of distribution improvement, Central Scientific Company announces the opening on April 1 of a new branch at

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This branch includes a sales office and warehouse facilities for stocking a complete inventory of Cenco Laboratory Equipment and Supplies. Seven states will be served from this strategic location: Alabama, Georgia, Mississippi, Tennessee, North Carolina, South Carolina, and Florida.

The new branch is under the management of V. E. Goodwin.



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NEW PLANTS

plant foods, also has been so well received by the trade that we have had to raise our sales projections for the coming fiscal year."

In commenting on some of the other phases of the program, Ware said, "Included are substantial sums for the wastes. This money will be spent for the latest and best equipment known to the industry for securing the most efficient removals possible. International has been fully aware of its public responsibilities since early in its phosphate mining history and has taken and will continue to take all practicable steps in line with the best practices in the industry to discharge those responsibilities."

"In terms of actual operating expenses, International is spending close to \$1 million in Florida every year on waste disposal measures and this does not include the amounts spent for research nor for the costly pieces of equipment involved. At Bonnie plant alone there is already over \$800,000 worth of such equipment. Our Research Division as well as outside consulting organizations are pushing this program and as fast as new and better methods become known, we are prepared to install them. We expect these recovered wastes will be converted into useful by-products and additional investments are contemplated to accomplish this in the near future, particularly in the field of fluorine chemicals."

Portland Cement Plant Set Near Miami

MIAMI. Construction of a \$10 million plant for the General Portland Cement Co. is scheduled to begin here as soon as the proposed site can be rezoned.

Announcement of plans was made by Smith W. Storey, president of the Chi-



Ideal Roller and Manufacturing Company has just occupied this new plant at Chamblee, Georgia. The firm manufactures and reconditions printing, lithographic and mechanical rollers. Plant manager is John E. McStatts.

cago firm, following a Miami conference with Governor LeRoy Collins.

The plant is to be situated on 2,490 acres 19 miles southwest of Miami. It will be designed to produce 1.25 million barrels of Portland cement annually, or enough to supply the Miami market area, including Dade, Monroe, Broward and Palm Beach counties in South Florida.

Although General Portland maintains a plant at Tampa, builders here often are forced to make purchases from Europe in view of this area's tremendous construction activity. Miami is the nation's fastest growing major metropolitan area.

Storey indicated options have been obtained for the land and that final purchase only awaits rezoning. He added that construction will start in a couple of months.

"The continuing growth and expansion of all phases of Florida's economy and its increasing use of Portland cements placed this state in a favorable position," he said.

The company president revealed decision to build the new plant here followed a meeting last July in New York with Governor Collins and members of the Florida Council for Industry.

"I am very gratified by this announcement," the governor said. "The

state will benefit substantially from this new plant. This investment demonstrates the confidence of this company and its president in the future growth of Florida and in the stability of our economy."

He added the plant will aid directly in further development of the state.

It is estimated construction of the new plant will take 15 months. It will employ about 150 persons and will add approximately \$2.75 million worth of labor, materials and services to the area. Design will permit expansion as needed.

Location was selected to avoid dust and fumes reaching Miami residential and resort areas even if there should be strong shifts in prevailing trade winds from the southeast.

Metal and Thermit Buys New Site In Virginia

NEW YORK. Metal & Thermit Corporation here has purchased an 800-acre tract in Virginia, and will soon begin construction of a plant for mining and processing of titanium-bearing ore, according to H. E. Martin, president. Construction will start this spring and the plant will be completed in the fall.

The project is expected to cost ap-

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NEW PLANTS

proximately \$750,000; when completed the plant will employ between 40 and 50 people.

The new Metal & Thermit plant will produce both rutile and ilmenite, extracting these materials from the ore, Martin said. Rutile, or titanium oxide (TiO_2) is used as an ingredient in welding electrode coatings as well as a basic material in producing titanium metal. Ilmenite, or iron titanate (FeTiO_3) is the basis of titanium pigments which are widely used in paints, plastics, rubber and other products.

The 800-acre tract in which Metal & Thermit has obtained mineral rights, is located in Hanover County approximately five miles west of Montpelier, Virginia.

The plant to be erected will be conventional gravity ore dressing plant, equipped for crushing the ore and extracting the materials by magnetic separation. Plans and engineering requirements of the new facility are now being completed by Metal & Thermit's Central Engineering Department.

Metal & Thermit formerly operated a rutile mine at Roseland, Virginia, through a subsidiary company, American Rutile Corporation. After many years of operation, the mine was closed and the subsidiary liquidated in 1949.

DuPont Scans Richmond For New Nylon Unit

WILMINGTON, DEL. The start of a study to determine the possibility of the Du Pont Company locating a large nylon plant in Richmond has been reported by the company.

No actual construction has been authorized but plans and estimates will be made to determine if a plant, capable of producing over 35 million pounds annually of heavy denier nylon for use in tire cord and other industrial products, should be authorized. If approved, the plant would raise substantially Du Pont's production of heavy denier nylon yarn. This type of heavy nylon, known as 840 denier, is 56 times heavier than the 15 denier which is the popular yarn in women's hosiery.

Du Pont at present manufactures both cellophane and rayon at the Richmond location.

The company said construction funds have not yet been authorized and it would be several months before results of the study were known. It is also

March, 1956

SOMETHING NEW HAS BEEN ADDED TO THE "COFFEE KLATCH"

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NEW PLANTS

pointed out that the nylon facility, if added, would be in addition to the existing plant for the production of super high tenacity rayon yarns in Richmond.

The great bulk of heavy denier yarns is used by the rubber industry in the manufacture of tires for automobiles, trucks, airplanes, buses, and off-the-road tractors and bulldozers.

Du Pont manufactures 840 denier nylon at Seaford, Del., and Chattanooga, Tenn. These two plants, in addition to the one at Martinsville, also produce nylon textile yarn.

New Ammonia Plant Opens In Pensacola

PENSACOLA. The multi-million dollar plant of the Escambia Bay Chemical Corporation, which is now producing 200 tons of anhydrous ammonia daily, was formally dedicated here on February 17.

Completed in record time, the giant plant, which will supply an eight-state southern market with anhydrous ammonia and ammonium nitrate fertilizers, is an important milestone for the

growing new chemical South.

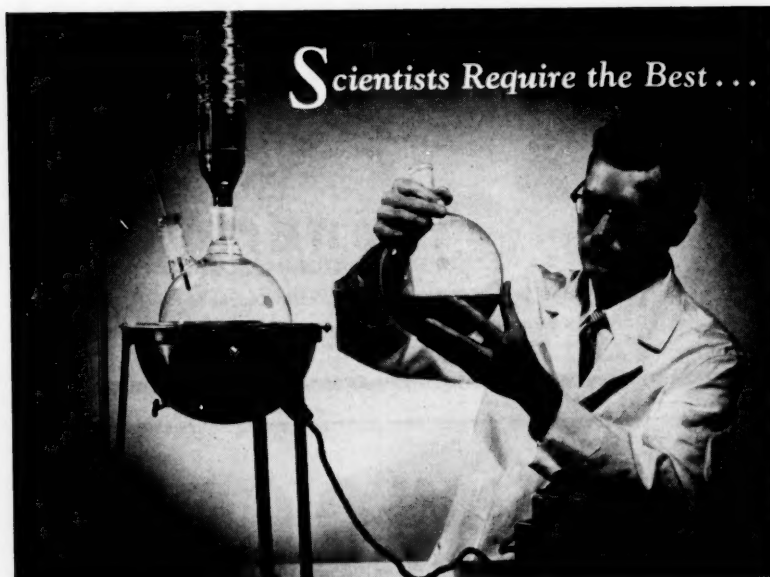
The Corporation just this month awarded another contract for the construction of a polyvinyl chloride resin plant near the present plant which will have a capacity of 30 million pounds per year for use in the manufacture of plastics. Completion is scheduled late in 1956.

Ground for the plant, located 20 miles east of Pensacola near Milton, Fla., on Escambia Bay, was broken April 29, 1955. Production of ammonia was begun December 28, 1955. Ammonium nitrate solutions are now being shipped from the plant by rail and truck.

Products manufactured, bearing the trade names Baysol and Ammo-nite, are distributed through Ashcraft-Wilkinson Company of Atlanta, which maintains offices throughout the South.

The Pensacola Plant was engineered and constructed by Chemical Construction Corporation, New York.

The Escambia Bay Chemical Corporation was formed late in 1954 by United Gas Corporation, Electric Bond & Share Company and the National Research Corporation.



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Lab Apparatus Firm Chooses Birmingham

BIRMINGHAM. Central Scientific Company, one of the largest manufacturers and distributors of scientific instruments, laboratory apparatus and chemicals, is opening a new branch here at 3232 11th Ave., North, it was announced recently by John T. Gossett, president. The opening is scheduled for not later than April 1.

Construction of a new building, especially designed for Central Scientific, is nearing completion, Gossett said. The structure will include a sales office and large warehouse for a complete inventory of the company's products.

According to Gossett, the Birmingham branch is another step in the company's plans toward establishing better national distribution. The new outlet will serve seven states; Alabama; Georgia; Mississippi; Tennessee; North Carolina; South Carolina; and Florida. The company also has eight other branches including two in California, two on the East coast, the Chicago headquarters, and three in Canada.

Gossett said that for years Central Scientific's sales in the Southeast area have amounted to hundreds of thousands of dollars and the new branch

was needed to provide customers with better service. He added that growing scientific research in the area by both industry and education has added many new customers and increased the demand for the company's products. Birmingham was chosen as the site due to its central location.

Named as manager of the Birmingham branch is V. E. Goodwin who has many years experience in the laboratory supply field. His territorial salesmen will include: Laird M. Boles, E. Vaughn Pope; and Harry C. Howell.

CP&L Expansion To Total \$40.5 Million

RALEIGH. Carolina Power and Light Company will spend \$40.5 million for new construction in the next two years and plans to add a new generator by mid-1958.

The two-year construction budget was approved here recently by the board of directors at its quarterly session. It includes completion of a 180,000 horse-power generating unit near Moncure by mid-summer. By comparison, the 1958 unit will have a capability of 225,000 horse-power.

Louis V. Sutton, president of Carolina Power and Light, said the turbine-generator for the 1958 unit already had been ordered from Westinghouse, and that the boiler had been ordered from Combustion Engineering. The site for the new unit has not been finally determined, Sutton said, but it may be at the Moncure location.

The new unit will boost CP&L's generating capability to approximately 1¾ million horsepower, or more than four times its capability of ten years ago. The new generator is the latest in a plan of postwar expansion which commenced as soon after World War II as strategic materials became available.

During the past ten years, CP&L has spent \$164 million for new construction, Sutton said, and expects to spend approximately \$65 million during the next three years. The company's 1956 budget for new construction totals approximately \$20.3 million.

Since 1949, CP&L has been installing new generating units at the rate of one per year. The company has erected three at Lumberton, two at Goldsboro and two at Wilmington. All are steam-electric plants of "outdoor" design, a type of rapid, economical construction which is gaining popularity in areas of

moderate climate.

The power company's current expansion is being undertaken, Sutton said, "in anticipation of the continued growth of business in the territory served by Carolina Power and Light Company." The power company executive observed, "Prospects for 1956 are good."

Glidden Paint Plant Unveiled In Atlanta

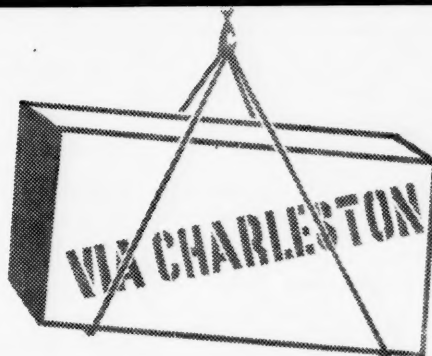
ATLANTA. A modern, newly-erected plant for the expanded production of industrial paint products has been added to the manufacturing facilities of the Glidden Company here, it was announced recently by A. D. Duncan, vice president of the company and general manager of the firm's paint division.

Constructed and equipped at a cost of \$350,000, the two-story, masonry and reinforced concrete structure completes the second addition to Glidden's Atlanta plant since 1953. The new producing unit contains 30,000 square feet of sprinkler-protected manufacturing space.

Duncan said, "The new addition is designed to meet the present increased

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NEW PLANTS

demand for industrial coatings in the Southeast and also to provide adequate future capacity which will be needed to keep pace with the Southeast's rapid industrial expansion and growth."

Highly automated, the new plant utilizes a manufacturing method that combines gravity flow and a pump-pipeline system. Production units include grinding, mixing, straining and filling equipment of the most modern design. Ample storage tank facilities for var-

nishes and solvents have been installed with each tank equipped with remote controls.

J. L. Beauchamp, Glidden's regional director of the paint division's Southeastern Region, said the new plant has a fully-staffed technical service department which will provide production quality control and also furnish direct assistance to manufacturers on all industrial finishing problems.



Deed for site of new Hobbs trailers plant in Cleburne, Texas, is presented by Tom Davis (third from left), president-manager of the Cleburne Chamber of Commerce, to W. E. Grace, Hobbs general manager. Looking on are R. N. Biggers, left, Hobbs general sales manager, and R. P. Akey, right, superintendent of engineering and production for the Fort Worth trailer-building firm.

Texas Community Lures New Trailer Facility

CLEBURNE, TEX. Production of Hobbs Trailers will be more than tripled upon completion of a new 200,000-square-foot plant to be built on a 62-acre factory site here donated to the company by local citizens.

This announcement was made last month by W. E. Grace, Hobbs general manager, after accepting the deed to the plant site from Tom Davis, president-manager of the Cleburne Chamber of Commerce, at a dinner attended by business leaders of the area.

Grace pointed out that the Fort Worth firm, with factory branches in Dallas, Houston, San Antonio and Lubbock and 50 distributors in 28 states, Canada, Hawaii and South America, has experienced a sharp increase in demand for its trailer equipment used in many different industries. The new Cleburne plant, upon which construction will begin soon, will help meet this demand, he said.

"The Cleburne plant's production capacity will be about double the Fort Worth factory's," he said, "which means total production will be tripled."

The plant will be a masonry and steel one-story building. It will employ approximately 600 people and will have an annual payroll of about \$3 million according to Grace.

Management of Hobbs Trailers, a division of the Fruehauf Trailer Company, will remain in Fort Worth, Grace said.

\$150 Million Pipeline Set By Texas Group

SHREVEPORT. Texas Eastern Transmission Corporation has filed an application with the Federal Power Commission for authorization to construct a new 30-inch pipeline from the vicinity of Beaumont, Texas, to the vicinity of McAllen, Texas, on the Mexican border, and for the expansion of the existing 30-inch system from

Beaumont to New Jersey by addition of compressor horsepower and loop lines as necessary, according to an announcement by George T. Naff, president. Estimated cost of the project is approximately \$150,000,000.

The purpose of the proposed facilities is to provide Texas Eastern with additional supply facilities and increased system capacity to provide for the sale, principally to existing customers, of approximately 250,000,000 cubic feet of additional gas per day. Texas Eastern at present has firm requirements for additional gas service totaling 223,000,000 cubic feet per day. The additional 22,000,000 cubic feet proposed will be utilized to supply anticipated future demands of both existing and prospective customers.

Texas Eastern recently negotiated a contract with Petroleos Mexicanos under the terms of which Texas Eastern can purchase and receive at the international border between Mexico and the United States up to 200,000,000 cubic feet of gas per day. "This contract, together with other substantial reserves dedicated to Texas Eastern and evidenced by gas contracts filed with the application, provide ample basis for the construction of the proposed facilities and the transportation of the stated quantities of gas to supply market demands," Naff said.

The proposed facilities include (a) approximately 422 miles of 30-inch pipeline from the Rio Grande River near McAllen, Texas, to Texas Eastern's Vidor, Texas, compressor station; (b) approximately 530 miles of 30-inch loop lines along the company's existing pipeline between Kosciusko, Mississippi, and Uniontown, Pennsylvania; (c) approximately 45 miles of 24-inch pipeline from a point of connection with the company's facilities near Provident City, Texas, to a connection with the proposed 30-inch line described under (a) above in Matagorda County, Texas; (d) approximately 135 miles of supply and sales laterals; (e) five new compressor stations totaling 50,000 horsepower; (f) additions to existing compressor stations on Texas Eastern's present 30-inch line amounting to 20,780 horsepower; and (g) such metering and regulating stations as are required. The expansion of facilities in Pennsylvania will be accomplished in part through the company's wholly-owned subsidiary Texas Eastern-Penn Jersey Transmission Corporation.

Trend Toward South Continues In Chemicals

WASHINGTON, D. C. Texas again led the nation in chemical plant construction during 1955, and the South as a region again enjoyed a major share of new chemical construction, a survey released by the Manufacturing Chemists Association here has revealed.

The MCA study covering 599 projects shows that Texas, currently the nation's third ranking chemical producing state led in new construction with 66 projects costing an estimated \$114.8 million completed, underway, or definitely scheduled. Louisiana, West Virginia and Georgia showed chemical investments of more than \$100 million each.

Florida comparatively recent rival in major chemical manufacturing continued to grow during 1955 with an estimated investment of \$93.2 million in 15 projects. Tennessee showed an investment of \$88.5 million in 15 plants.

New Technical Group Located In Georgia

MARIETTA, GA. Establishment of a Special Projects Engineering Division within the Engineering Branch of Lockheed's Georgia Division here has been announced by company officials.

Purpose of the new division is "to meet the fast-growing demand for rapid development of prototype aircraft designs and special systems," an official said.

Starting with some 50 engineers and designers drawn from other phases of Lockheed's engineering activities, the new division will add another 100 mechanical, structural and systems specialists within the next 12 months, it was stated.

Importance placed on the Special Projects Division is indicated by the work already assigned there. The group is working on:

1. Experimental design development of an advanced landing gear for future assault and cargo aircraft.
2. Research and development of aircraft refueling systems.
3. Design of operational aids for the C-130 Hercules prop-jet transport.

A Lockheed spokesman said the special projects group will make possible "significant economies in the design of

prototype models." The group uses simplified drawings and the "buddy" approach of small teams of designers on individual projects.

Frank B. Johnson, who joined Lockheed's California special projects organization 10 years ago, heads up the new unit at Marietta. A graduate of the University of North Carolina, he has been engaged in prototype development and design of all sizes of aircraft for the past 20 years. Senior designers in

the new organization average 14 years of active aircraft design experience.

Paint Manufacturer Settles In Orlando

ORLANDO. This central Florida city has been selected as the location for a plant which will manufacture and distribute a complete line of paints, varnishes, lacquers and waterproofing under the trade label of "Lambco," it was

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NEW PLANTS

announced here recently by Milton D. Blanck, manager of the Orlando Industrial Board.

The local plant will operate under the name of Lambert Corporation of Florida, with officers as follows: Vic L. Sinisi, president; Jim Mulvey, vice president; L. Sexton, secretary-treasurer and Jack Hosid, production manager.

Charles E. Lambert, president of the Lambert Corporation of Houston and Chairman of the Board of the local corporation, stated that the new factory has been made necessary by the tremendous demand for Lambco products by architects, engineers and builders in Florida and other southeastern states. Some of the more recent jobs using Lambco paints and waterproofing products include Miami's newest hotel, the Eden Rock, the fabulous Fountainebleau Hotel and the Castaways Motel in Miami Beach and the Virginia Keys Seaquarium.

Included in the products of the local plant is a color powder which can be used in concrete for decorative effects and which also has non-slip qualities. Recently over four tons of the green coloring was used in the 3,000 feet of sidewalk around Orlando's new Colonial Plaza Shopping Center.

Vic L. Sinisi, president, who has had 22 years experience in the manufacture and sale of paint, and waterproofing products, will direct a sales organization covering Florida, Georgia, the Carolinas and Tennessee.

It is anticipated the company's gross sales during the coming year will be about \$500,000, about 50 percent of which will be distributed outside the state of Florida. Initial payrolls at the local plant will be approximately \$80,000 annually.



Orlando's new paint manufacturing plant has been opened by Lambert Corporation at 2125 W. Central Avenue, under the direction of president Vic L. Sinisi.

New Plant Summary

The following is a summary of major industrial plants reported to the RECORD during the month of January, 1956. This information has been checked with the Southern Association of Science and Industry and various state development agencies.

Number of employees is indicated by the code: A (under 25); B (25-100); C (100-250); D (250-1000); and E (over 1000).

ALABAMA

Berry—A garment industry has under consideration plans to locate here. (D).
Birmingham—Southern Can Corp., tin cans. Operation to begin 1956.
Carbon Hill—Plans are being completed for garment plant. (C).
Cordova—Warrior River Poultry Processing Plant, Inc. Completion est. June, 1956. (B).
Ensley—DeCarlo Superlite Block Co., 2900 Avenue B, concrete blocks. \$100,000. Operation est. to begin May, 1956. (B).
Guntersville—Botkins Grain & Feed Co., R. C. Maurer, Mgr., feeds. \$400,000. Operation est. to begin May, 1956. (B).
Hartselle—Hartselle Undergarment Co., Inc. (New York), Morris Burstein, Pres., lingerie. Completion est. early 1956. (B).
Huntsville—Mallory and Schwarzkopf Metal, Inc. Completion est. May, 1956.
Marion—Marion Lingerie Co. \$200,000. (C).

ARKANSAS

Bloomer—Oz-Ark-Val Poultry Co. (P.O. Box 15, Charleston, Ark.), C. W. Gordon, Pres., poultry processing. \$50,000. (C).
Plainview—Fourche Valley Enterprises, chairs. \$40,000. In operation late 1955. (B).
Conway—Ray Paper Box Co., boxes for food, clothing, toys, etc. \$61,000. (B).

FLORIDA

Florida—Tentative plans have been announced by Howard Hughes to launch two big enterprises, \$18 million.
Eastern Hillsborough County—The Sunshine State Refineries, Inc., petroleum refining facilities. Multi-million.
Eastport—Grower Container Corp. of California, paper boxes. \$1 million.
Miami—General Portland Cement (Chicago), Smith W. Storey, Pres., cement. \$10 million.
Panama City—The American Oil Co., asphalt refinery.
Panama City—The Glidden Co., by-products from paper mill.

GEORGIA

Atlanta—Neobel, Inc., apparel. \$100,000. In operation late 1955. (C).

Atlanta—Jervis B. Webb Co. (Detroit), conveyor systems. In operation late 1955. (C).

Atlanta—Pan Coating Co., metal products. \$60,000. To be in operation early 1956.

Atlanta—Sanfax Corp., 170 Central Ave., S. W., sanitary supplies. \$100,000. In operation late 1955.

Atlanta—Unipress Corp., laundry machinery.

Atlanta—Walker Electric Co., 125 Bennett, N. W., electrical equipment. \$250,000. In operation late 1955. (B).

Baxley—Suwanee Mills, Inc., plywood. \$100,000. In operation late 1955. (B).

Bogart—Benson's Bakery, food products. \$75,000. In operation 1955. (A).

Bowman—Wright Mfg. Co., clothing. Completion est. early 1956.

Cumming—Dad & Lad Slacks, Inc., apparel. \$150,000. In operation 1955. (C).

Dalton—General Latex Co., latex products. \$100,000. (B).

Dawsonville—Union Cutlery Co., Inc., cutlery, carving sets. In operation 1955.

Fitzgerald—Perfect Pants Co., apparel. \$100,000. In operation 1955. (B).

Franklin—Franklin Mfg. Co., Mike Kraft and Bud Harris, partners, apparel. \$65,000. In operation 1955. (B).

Hampton—National Textile Co., textiles. \$70,000. (B).

Jesup—Rayonier, Inc., tall oil plant.

Meigs—Waverly Petroleum Products Co., Fuller's earth. \$400,000. In operation 1955. (C).

Montezuma—Robinson Rayon Co. (Pawtucket, Rhode Island), D. E. Shea, Regional Mgr., cotton knits. \$100,000. In operation 1955. (C).

Palmetto—Linway Mfg. Co., textiles. \$500,000. In operation 1955.

Savannah—Hercules Powder Co., tall oil. Completion est. late 1956.

Savannah—Union Bag & Paper Corp., tall oil.

Statesboro—Rockwell Co. In operation December, 1955. \$800,000.

Tunnel Hill—Nebraska Consolidated Mills Co., feed. \$250,000. (A).

Waycross—The Separator Mfg. Co. (Memphis), wooden cores for paper rolls. Construction to begin early 1956. (B).

KENTUCKY

Erlanger—Hagerdon Manufacturing Co., blade balancer for rotary lawn mowers.

Henderson—Robert K. Gibbs Co., plastic products. \$60,000.

Louisville—Globe-Union, Inc. (Milwaukee, Wisc.), storage batteries. \$1 million. (C).

LOUISIANA

Baton Rouge—U. S. Rubber Co., Naugatuck Chemical Div., John E. Caskey, Vice Pres., plastic materials. \$5 million. Construction to begin early 1956 with completion est. July, 1957.

Baton Rouge—Wyandotte Chemicals Corp. have options on sites in the area. Chlorine-caustic soda, ethylene oxide and ethylene glycol.

Luling—Monsanto Chemical Co., adipic acid. Completion est. early 1957.

Mandeville—Louisiana Bridge Co., St. Tammany Parish, concrete piling, slabs. Construction to begin February, 1956. \$899,584. (D).

New Orleans—Underwood Glass Co., clear glass. Production to begin in mid-1956.

MARYLAND

Baltimore—The Baltimore Hat Co., 216 West Baltimore St., Julius Sussman, Pres., girls' and women's hats. Completion est. January, 1956. (B).

Baltimore—Carling Brewing Co. (Cleveland) considering \$2 million brewery. (D).

Baltimore—The Jonathan Chair Co., 2402 Pennsylvania Ave., Benjamin Brager, Pres., living room furniture. In operation late 1955.

Elkton—The Champion Brick Co. (Baltimore), building brick. \$1.4 million.

Baltimore—L. B. Smith, Inc. (Camp Hill, Pa.) have obtained 61 acre site in Baltimore area.

Baltimore—Gordon Aluminum Products, Inc.

MISSISSIPPI

Purvis—Pontiac Eastern Corp. (Corpus Christi), crude oil refinery. Construction to begin early 1956. \$18 million. (C).

NORTH CAROLINA

Asheboro—B. B. Walker Shoe Co., Dixie Drive, Earl E. Henley, Supt. of Mfg., men's work shoes. Completion est. February, 1956. (C).
 Bakersville—Blue Ridge Pin Co., Inc.
 Charlotte—Southern States Chemical Co.
 Charlotte—Sandoz Chemical Works.
 Charlotte—Chemical Specialties Co.
 Fayetteville—American Bakeries Co. Completion est. early 1956. \$1 million.
 High Point—Kennedy Manufacturing Co.
 Mt. Airy—Trio Knitting Mills, Inc.
 Murphy—Brumby Textile Mill, Inc.

OKLAHOMA

Pryor—American Cyanamid Co., nitroguanidine. Completion est. late 1956. \$20 million.

SOUTH CAROLINA

Cayce—Owens Steel Company, steel joists.
 Greenwood—Dixie Chemical, Inc., feed.

TENNESSEE

Benton—C & O Mfg. Co., furniture. (B).
 Chattanooga—Ardis Cabinet Shop, 3314 Navajo Drive, B. W. Ardis, owner, custom-made cabinets.
 Clarksville—Barnett Instrument Co. (Chicago), Oral J. Taylor, Plant Mgr., electronic testing equip. (A).
 Clifton—Clifton Mfg. Co., children's dresses. Completion est. February, 1956. (C).
 Cookeville—Putnam Mfg. Co., Joe Rader, Pres., men's work clothing. Completion est. early 1956. (D).

TEXAS

Dallas—Anco Window Corp. (Div. Gene Paige Co.), R. D. Keys, President, aluminum windows and glass sliding doors.

Dallas—Coast to Coast Chemical Co., Inc., industrial cleaning chemicals.

Dallas—Damco Diamond Products Co., industrial diamond products.

Dallas—Dowco Products, Inc., cooling towers, water pumps.

Dallas—General Electrodynamics Corp., electronic TV camera tubes.

Dallas—General Molded Plastics, Inc., Harris Brin, Pres., molded plastic housewares. Completion est. early 1956.

Dallas—Southern Instruments, Inc., portable geiger counters.

Paris—Uarco, Inc., business stationery forms. (C).

Fort Worth—American Conveyor Co., Marvin Willman, Pres., screw conveyors.

Fort Worth—York Mfg. Co., Walter Bullwinkle, men's clothing. (C).

Houston—Hardy-Griffin Engineering Corp., John F. Hardy, Pres., sealed tubing joints.

Houston—King Winch, Inc., Highland Industrial area, Emil H. Koenig, Pres., winches, cabs for Jeeps, utility and truck bodies.

Lufkin—Southland Paper Mill, Inc. will add third unit. Completion est. July, 1956. \$15 million.

VIRGINIA

Columbia—James River Pulp Corp., Robert T. Reid, Pres., pine groundwood.

Richmond—Haskell Chemical Co., synthetic resins. Completion est. late 1956. \$70,000.

Waynesboro—The Du Pont Co. have under consideration a new orlon plant.

WEST VIRGINIA

Cresap—Coal—power—aluminum industrial complex to be operated by Olin Mathieson Chemical Corp., American Gas and Elec. Co. System and Consolidation Coal Company. Completion est. 1958. Multi-million dollar investment.

Wheeling—Vanadium Corp. of America.

Grace Chemical Picks Baton Rouge Site

NEW YORK. W. R. Grace & Co. has announced that a site near Baton Rouge, Louisiana has been selected for its polyethylene project. Construction will begin immediately.

According to Hugh S. Ferguson, Executive Vice President in charge of the Grace Chemical Group, the project involves construction of a million dollar semi-works plant for polyethylene and other polymers, expected to go into operation this summer, together with the erection of a large plant for the commercial production of polyethylene. The latter is expected to be on stream by mid-1957.

The new Grace plant will produce a new temperature-resistant type of polyethylene under processes licensed after the Phillips Petroleum Company. It is the newest resin in the rapidly growing plastics field. Manufactured under low pressure conditions, it has properties substantially different from those of the conventional polyethylene.

Ferguson stated that the designed



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NEW PLANTS

capacity of the Baton Rouge plant will be 50 million pounds a year. At peak production approximately 300 people will be employed.

The Grace installation will be located on a 150-acre site six miles north of the center of Baton Rouge and near an Esso Standard Oil Company refinery, which will supply Grace with ethylene, the basic raw material used in its polyethylene process.

The finished resin will be sold to processors for molding and extruding into a variety of end items including: bottles and other containers, housewares, pipe, sheet and film, fibers, wire and cable insulation, industrial and structural shapes, and others.

Compared with conventional polyethylene, the Grace product will have exceptional rigidity and toughness at both low and high temperatures; excellent electrical properties; good abrasion resistance, and superior resistance to chemicals, solvents, and greases.

In addition to availability of the principal raw material and many other petrochemicals, Ferguson said that other advantages of the Baton Rouge site include: excellent transportation facilities—inland waterways that give easy access to the Ports of Baton Rouge and New Orleans, rail and truck routes; expanding markets of the South and Southwest; favorable tax rates; reasonable power and water supplies; and the generally favorable industrial climate in the State of Louisiana.

The contractor for the project, including both semi-works and commercial plants, is The Fluor Corporation, Ltd., of Los Angeles.

Progress Notes

► **WESTWEGO, LA.** The multi-million dollar National Gypsum Company plant here is nearing completion according to board chairman Melvin H. Baker. When completed later in the spring the new unit will produce enough gypsum building products for 50,000 houses annually.

► **SAN ANTONIO.** Construction of the world's largest maintenance and repair hangar is expected to be completed here this month, according to officials of the Kuljian Corporation, engineering contractors. The \$13 million facility at Kelly Air Force Base includes one

hangar 2,000 feet long, 300 feet wide, and 91 feet high.

► **LONGVIEW, TEXAS.** Production of truck trailers will begin in the new plant of Trailmobile, Inc., here about April 1, according to president William A. Burns, Jr. Trailmobile bought a 70 acre site here last May.

► **JACKSONVILLE.** Samuel Kipnis, president of National Container Corporation, has announced that installations for crude oil production have been completed at its mills here and at Valdosta, Georgia. Kipnis estimates that the new plants will produce 2,000 tons per month and that his firm will profit \$600,000 per year from the process.

► **WASHINGTON, D. C.** Plans for a \$64 million natural gas pipeline extending from northwest Florida to Miami have been revealed here. The project is being promoted by Standard Natural Gas Pipeline Company headed by Wiley A. Moore of Atlanta.

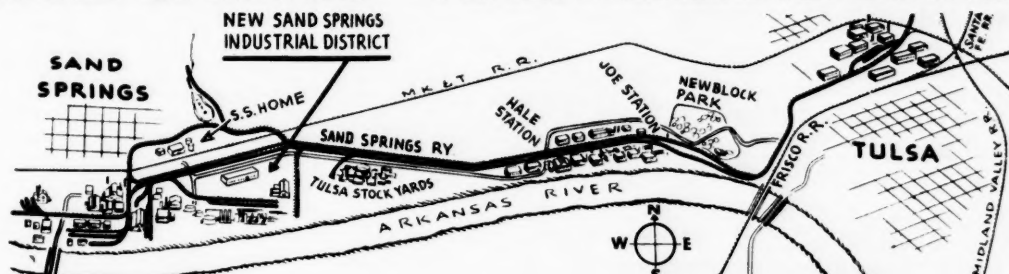
► **GALVESTON.** Offshore drilling activities based here are fast becoming one of the most important factors in the local economy. Already the Chamber of Commerce here estimates that offshore drilling programs are injecting \$400,000 monthly into the Galveston economy.

► **DALLAS.** Development of a new dual-purpose trainer for primary flight and armament instruction has been announced by Temco Aircraft Corporation here. Company officials are hopeful that substantial military orders will result from demonstrations already scheduled.

► **MURFREESBORO, TENN.** Plans have been announced by Singer Sewing Machine Company to build a distributing center here to serve southern and central states. The new facility will handle various parts, attachments and accessories for industrial sewing machines.

► **HIGH POINT, N. C.** This North Carolina city's claim as the "furniture capital" of the South has been strengthened by the addition of 12 new manufacturers during the past year. This brings to a total of more than 100 the furniture factories in the High Point area.

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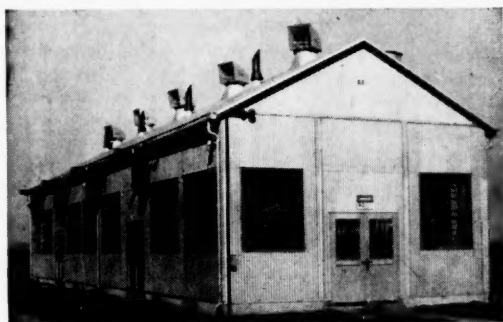
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BLUE BOOK ECONOMIST GIVES TIPS ON ANALYSIS OF STATISTICS

ED. NOTE: The RECORD's Associate Editor, Caldwell Walker, is an economist who lives in Washington and spends a good part of his time gleaming statistical data from various federal agencies. As the 1956 BLUE Book is now in preparation we asked him to reply to some of the queries we have had concerning the planning of the book.

WASHINGTON, D. C. Here in the nation's capital, the winter is the season of snow, sleet and statistics.

It is very likely that at some time or other all of us have wondered why any of the trio must have a place in the life of this globe. On second thought, however, most will agree that all three are necessary—necessary evils for some, perhaps, but necessary nonetheless.

Among year-end statistics none are more significant for the South than those that find their way into the *Blue Book of Southern Progress*, compilation of which is now under way.

The duty involved in compiling the *Blue Book* requires a mixture of aggressiveness and defensiveness. The former is essential in ferreting out early enough data in sufficient quantity and quality to furnish a realistic picture of

the South's economic progress. The latter is necessary to survive the caustic comment that perennially pours in after the *Blue Book* has arrived at its desk and newsstand destinations. A good bit of the criticism is justified. All of it is understandable.

Chiefly, disapproval is aimed at "ambiguous terminology," "incompatibility of current data with that of earlier editions," "lack of precise listings of sources from which data are derived," and "conflict (or seeming conflict) of *Blue Book* tabulations with those of other media."

For those who realize the true value of statistical data it will be interesting to analyze these items of disapproval, one by one.

Economic nomenclature, at its best, is usually ambiguous. Such terms as "establishment," "engaged," "income" and "output," used regularly and often in the *Blue Book*, are definitely subject to more than one interpretation.

An establishment may conceivably be either a firm with several branches or a listing of each of those units individually. Unfortunately, some gov-

ernment agencies make their reports on the basis of firms, others on the basis of separate units. The Census Bureau reports on the basis of "plants" or individual units and the *Blue Book* attempts to follow this procedure. To do so, however, necessitates taking the data of other agencies in noncensus years and adapting it to the Census Bureau concept.

The term "engaged" is less misunderstood than some of the others and, of course, implies all persons who take part in the industry in question, either as proprietors or as employees. Use of the term "employed" might suffice in the case of Manufacturing where only about five per cent of those engaged in the industry occupy positions of proprietorship, but in other industries, especially Trade and Service, a tremendous segment of engaged personnel is made up of owners. Since the *Blue Book* totals all elements of private industry into one grand total of Business volume, it is necessary in the interest of uniformity to adopt terms that can be used in component tables as well as in the summary itself.

About the same comment as the foregoing can be made regarding the term "income." Income is a word that is sometimes construed as synonymous with sales or receipts, but in modern economic usage is almost exclusively restricted to earnings derived from payrolls and profits. As in the case of "engaged" it might suffice for the Manufacturing industry to list "payrolls" instead of "income" since by far the greater amount of personal income is derived from wages and salaries; but again when it comes to Trade and similar industries, payrolls would make up only a minor portion of personal earnings.

What has been said of engaged and income, goes also for the term "output" and it is unlikely that further explanation along this line would be of any value. What is of interest, however, is the matter of incompatibility of current with past data. Lack of serial continuity, as it is often termed, is admittedly a serious defect in the *Blue Book*. It is a defect, however, that is not peculiar to the *Blue Book*. It is to be found in practically every series of statistics that extends backward for any substantial period of time.

Oddly enough, it is a deficiency growing out of improvement. Each year more and better methods of collecting data are devised and unless older units of a series are corrected to con-



"I'll just check to make sure but I don't believe we have an opening on the Board of Directors right now."

form with revised practices, incompatibility and even incomparability are certain to ensue.

It is to be hoped that in the not too distant future an historical edition of the *Blue Book of Southern Progress* may be compiled that will serve to reconcile all data as far back, perhaps, as the beginning of the present century. In the meantime there is not a great deal that can be done toward revising editions that are already in print.

With respect to the complaint that the Blue Book does not always indicate precisely the sources from which material is drawn, the reason is not a desire to withhold such information but rather the infeasibility of such indication.

Whenever government or other authentic figures are current enough to serve the purpose of the Blue Book, such figures are used without change

and their source precisely indicated. Such instances, however, are rare. Censuses have become so rare as to be almost unique and it requires so much time to process them that when they are available they have become practically antique.

Before the war when censuses of most types of business were taken every two years, there was little difficulty to be met in interpolating the off-years and crediting all results to the last census. Not so today.

Now, much of the data supplied by government agencies is the result of surveys based upon some type of sampling procedure. Rarely do such surveys cover the entire structure of an industry. Often the Blue Book must take data covering number of establishments from one agency, number of those engaged from another, incomes derived from yet another, and output or value

of operations from still another.

Sometimes it is necessary to take incomplete coverages by the Departments of Commerce and Labor, the Social Security Agencies, The Securities and Exchange Commission and the Federal Trade Commission, and possibly additional data obtained from the statistical departments of Trade Associations in order to derive complete data for a series of Blue Book tables. In such instances, conflicting concepts and variable industry classifications must be reconciled. Such reconciliations necessitate changes in source data to such an extent that it could not accurately be said that the table or tables had been derived from any particular source.

Lastly, as a means of measuring accuracy, censuses and surveys, even though infrequent, afford opportunities for checking Blue Book data already

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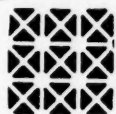
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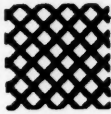
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BOOKS AND REPORTS

published. Such an opportunity is now in process. It is the 1954 Census of Business and Manufactures. Up to now only a limited number of comparisons is possible, and these are mostly in the sphere of Retail Trade.

As a final word it should be said that while statistical data can and often do seem dull and even obnoxious, there is not one of us whose wellbeing is not affected by their use.

Furthermore, statistics have become the tool of tools for those whose task it is to weigh the changing markets on one hand and shifting materials and labor on the other.

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Steels for the User, by R. T. Rolfe, Philosophical Library, Inc., 15 E. 40th St., New York 16, N. Y., 1956, 399 pp., \$10.

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Oklahoma Geology Notes, by Stuart L. Schoff, Oklahoma Geological Survey, Norman, Okla., Vol. 16, No. 1, Jan. 1956, 7 pp.

1956 Sales Development Program, Arkansas Power & Light Co., Little Rock, 1955, 44 pp.

The Southwestern Economy in 1955, *Monthly Business Review*, Federal Reserve Bank of Dallas, Texas, Vol. 41, No. 1, Jan. 1, 1956, 7 pp.

Summer Research Grants at the Highlands Biological Station, Highlands, N. C., 4 pp.

Annual Report on Georgia Water Pollution Control in 1955, by Water Pollution Control Division, Georgia Dept. of Public Health, Atlanta, 29 pp.

The Effect of High Tax Rates on Executive Incentive, statement by Crawford H. Greenewalt, President, Du Pont, Wilmington, Del., to the Sub-Committee on Tax Policy of the Joint Committee on the Economic Report in Washington, D. C., Nov. 9, 1955, 13 pp.

Harvest of Research—The Story of the Goodyear Chemical Division, by David Dietz, Goodyear Tire & Rubber Co., Akron, Ohio, 1955, 54 pp.

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Nuclear Science at Georgia Tech—Special Report, *The Research Engineer*, Jan. 1956, Ga. Tech Engineering Experiment Station, Atlanta, 23 pp.

Southern Wholesale Grocery Trading Areas, by Research Dept., Liller, Neal & Battle, Walton Bldg., Atlanta 3, May 1955, 51 pp.

Scoreboard for Texas Business, *Texas Business Review*, Vol. 30, No. 1, Jan. 1956, Bureau of Business Research, The University of Texas, Austin, 20 pp., \$20.

The following reports are from University of Texas, Bureau of Engineering Research, Austin 12:

Essential Studies for Modern Living—With Emphasis Upon English, Mathematics and Physics, by W. R. Woolrich, March 1955, 16 pp.

Creep in Bonded Electric Strain Gages, by Hudson Matlock, and Sophus A. Thompson, reprint No. 28 from *Proceedings of the Society for Exp. Stress Analysis*, Vol. 12, No. 2, 8 pp.

Vapor-Phase Air Oxidation of Cyclohexane, by William F. Hoot and Kenneth A. Kobe, reprint No. 29, from *Industrial and Engineering Chemistry*, Vol. 47, p. 776, April 1955, 6 pp.

Monoitration of o- and p-Nitrotoluene, by Kenneth A. Kobe, Charles G. Skinner and Hershel B. Prindle, reprint No. 30 from *Industrial and Engineering Chemistry*, Vol. 47, p. 785, April 1955, 5 pp.



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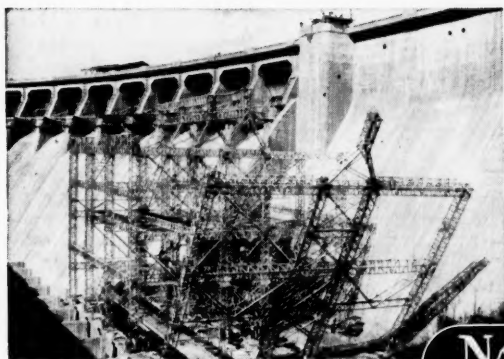
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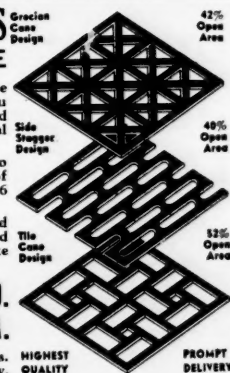
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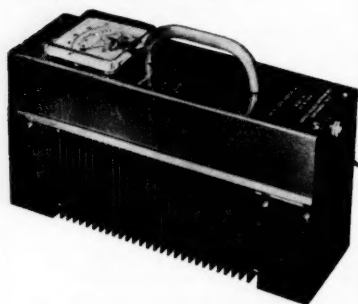
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Southern Accent

BY CALDWELL R. WALKER

Washington Editor, Conway Publications

Minimum Wage Hits South

WASHINGTON. On March first, the Fair Labor Standards Act's minimum of 75 cents an hour was raised to one dollar. Other provisions of the law remain unchanged.

It is the general consensus here that results of the wage rate increase will be felt more keenly in the South than in any other region. Reasons for the belief are these:

The total number of workers in the United States directly affected by the rate change is slightly over two million or about 3 per cent of all persons engaged in private industry. Directly affected workers in the South total over one million, about half of all such workers in the Nation and 5 per cent of all engaged in Southern private industry.

Manufacturing industry will feel the brunt of the impact. Nonmanufacturing will be affected less seriously. Mining, Transportation and most other Utilities already for the most part pay wage rates higher than the dollar an hour minimum. Agriculture, Construction, Finance, Trade and Service have some wage rates that are lower than the minimum but these industries are all largely exempt inasmuch as they are rarely engaged in interstate commerce.

Even in Manufacturing relatively few industries will be affected but upon these few the impact will be heavy. In woodworking plants such as lumber mills and wooden furniture plants, in work clothing factories, knitting plants, fertilizer plants and some canneries large percentages of employees have been earning less than 1.00 an hour. In these plants, meeting the provision of the new minimum is certain to create problems. Furthermore, in addition to the direct effects thus noted, nearly all other industries will be affected indirectly to some extent, either in higher cost of materials furnished by plants directly affected, or in the necessity of raising wage rates to maintain competitive differentials.

Will the final effects be helpful or harmful to Southern industry? This is the big question Southerners are asking each other and, as in most such instances, there are two sides to the question.

On the one hand, farmers, already faced with a price-cost squeeze, can expect to be squeezed a bit more in the cost of hired labor even though Agriculture is generally exempt from provisions of the law. The burden here, however, is not expected to be heavy, and is likely to be felt only in sections that are close to centers of heavy industry. Construction, Finance, Trade and Service also may be compelled to move pay rates up moderately. Some marginal operators in these categories as well as in directly affected industries may have to close up shop, and some slight unemployment may be experienced as a result.

On the other hand, previous experience seems to lend strength to the arguments of those who believe the long-run effects will be good for the South.

Percentagewise the minimum pay raise that took place in 1950 was greater than the current one. In 1950 the minimum rate was increased from 45 cents to 75 cents, yet the adverse effects at that time are now recognized as having been moderate. There was some mortality among marginal operators and initially some decline of employment in affected industries. But it would be hard to tell whether there was more of either than occurs normally from year to year.

As time went on it became evident that the wage boost had speeded up improvement in mechanization and in efficiency of management. New types of handling equipment and labor saving machinery were introduced into the affected industries and better operating schedules were adopted. On the whole costs and commodity prices remained largely unchanged.

As time went on it became evident also that buying power was growing in the South. Southern markets became steadily more attractive and all Southern business was the gainer thereby.

Education Bill Favors South

A bill approved by the House Education and Labor Committee would authorize the appropriation of not less than \$400 million a year of Federal money for School Aid to the states.

The proposed method of distributing

SOUTHERN ACCENT

the fund appears to some Southerners to be recognition of a long standing debt they feel the country owes to the South.

According to the proposed provisions of the Bill, the fund would be allotted to the states on the basis of respective school-age populations.

It is well known that each generation the South raises and educates a substantial segment of population only to see it migrate to other regions of the country. While recent industrialization of the South has slackened the migratory trend, the general tendency persists by reason of the South's outstanding procreative fertility. Higher rates of offspring means higher cost of education.

The proposed bill is being given high priority by Congressional leaders and more should be heard of it in the very near future.

Business Outlook Bright

Belief is strong here in Washington that good business conditions will continue to prevail throughout 1956. This belief, however, carries with it several flexible possibilities. Among these is the likelihood that building of most types will taper off in the spring and decline in later months; that automobile sales will not be able to maintain their recent high rate, and that sales of other consumer durables will also slacken in the wake of decreased building activity. Appliance sales are keenly affected by the rate of new building.

It is not felt here that such slackenings as the foregoing will be sufficient to generate any sort of serious downward spiral. It is also felt that if signs of such a tendency should develop all the fiscal powers of the government would be thrown into any breach that might threaten. Evidence of this latter probability is to be seen in the recent reinstatement of 30 years amortization of new home loans to bolster a diminishing new home market.

It is generally believed that whatever slack may occur will be no more than a decline in the rate of growth and that the coming year end will see an annual volume of business exceeding to some degree that of 1955.

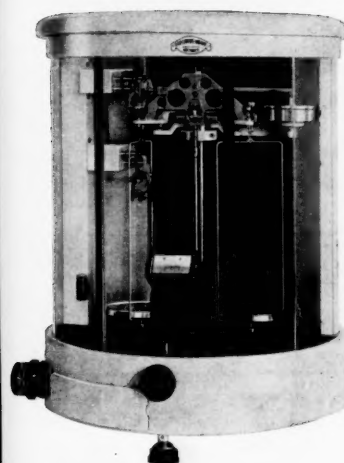
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Agency: Charles L. Rumrill & Co., Inc.	Agency: Robert Luckie & Company
W. H. Curtin & Company 48	Joseph T. Ryerson & Son, Inc. 46
Agency: Ullrich & Brown	Agency: Calkins & Holden, Inc.
Diamond Manufacturing Company 59	Sand Spring Home Interests 55
Agency: Frederick B. Garrahan	Agency: Gibbons Advertising Agency, Inc.
Eppinger & Russell 59	Scovill Manufacturing Company, Mills Products Division 17
Direct	Agency: Robotham & Peck, Inc.
First National Bank of Atlanta 21	Sherwood Refining Company, Inc. 47
Agency: Tucker Wayne & Company	Direct
Fisher Scientific Company 19	South Carolina State Ports Authority 49
Agency: Smith, Taylor & Jenkins, Inc.	Agency: Tobias & Company
Glamorgan Pipe & Foundry Company 57	Southern Lightweight Aggregate Co. 58
Direct	Agency: Cabell Eanes, Inc.
Halco Scientific Instrument Company 61	Hyman Viener & Sons 41
Direct	Direct
W. A. Hammond Drierite Company 2	Will Corporation 24
Direct	Agency: Hutchins Advertising Co., Inc.
Hazlehurst Chamber of Commerce 31	
Agency: Godwin Advertising	

COMING EVENTS

Chemists and Engineers

The third annual technical meeting of the Sabine Area Section of the American Institute of Chemical Engineers and the Texas-Louisiana Gulf Section of the American Chemical Society will be held Friday, March 9, at the Lamar State College of Technology in Beaumont. Details are available from H. A. Rowan, Jefferson Chemical Company, P. O. Box 108, Port Neches, Texas.

Cottonseed Processing

The Fifth Annual Cottonseed Processing Clinic will be held at the USDA Southern Regional Research Laboratory in New Orleans, March 12 and 13. Under the joint sponsorship of the USDA and the Valley Oilseed Processors' Association. Details are available from E. A. Gastrock, Southern Regional Research Laboratory, 2100 Robert E. Lee Boulevard, New Orleans.

Cotton Manufacturers

The annual convention of the American Cotton Manufacturers Institute will be held at the Hollywood Beach Hotel, Hollywood, Florida, April 5-7. Further data may be obtained from ACMI headquarters, 1501 Johnston Building, Charlotte.

Atomic Energy

A two-day conference to alert business leaders of the Southwest and Mexico to the significance of atomic energy will be held at San Antonio May 10 and 11. Further plans will be announced by C. W. Smith, Southwest Research Institute, 3500 Culebra Road, San Antonio.

The following nuclear study activities have been announced by the Oak Ridge Institute of Nuclear Studies. Further information about any event may be obtained from ORINS, P. O. Box 117, Oak Ridge.

5th Oak Ridge Regional Symposium: "Atomic Energy and Agriculture," Tuskegee Institute, March 9-10.

11th Veterinary Radiological Health Course, Oak Ridge, March 12-23.

6th Oak Ridge Regional Symposium: "Atomic Energy and Science," University of Arkansas, Little Rock, March 15.

7th Oak Ridge Regional Symposium: "Atomic Energy and Science," University of Arkansas, Fayetteville, March 16.

12th Veterinary Radiological Health Course, Oak Ridge, April 3-14.

50th Basic Course in Radioisotope Techniques, Oak Ridge, April 16-May 11.

**EVERY section
of Alabama
doesn't have
EVERYTHING!**



**(All Sections Have EVERYTHING
for Certain Types of Industry)**

Some sections, some towns in Alabama are more suitable for one type of industry than another. Some are preferable for "hard goods" manufacture, some for soft—some for both. Some are primarily best suited for manufacture—others more desirable from a distribution point of view—others score well on both points. Some are close to one type of raw material—such as minerals; others have as their basic raw materials products of field or forest. Many sections of Alabama can provide copious quantities of good water for industrial processes. Some sections can offer a ready supply of women workers; in others the greater availability is among men.

Our Industrial Development Department will gladly present an analysis based on your kind of operations, whether large or small, indicating sections of Alabama likely to be most suitable for you. There is no obligation. Write or 'phone.

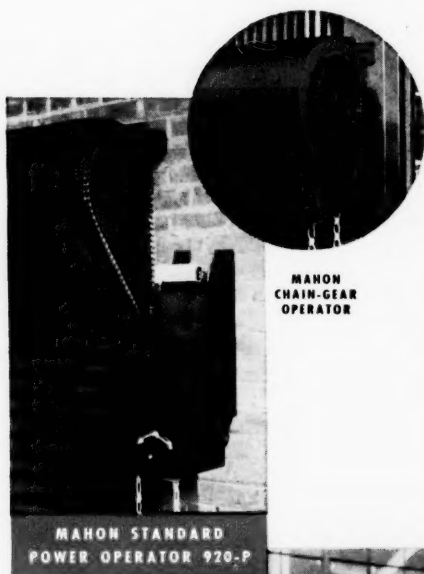
Industrial Development Department

Alabama Power Company

Helping Develop Alabama
Birmingham 2, Alabama

Rolling Steel Doors

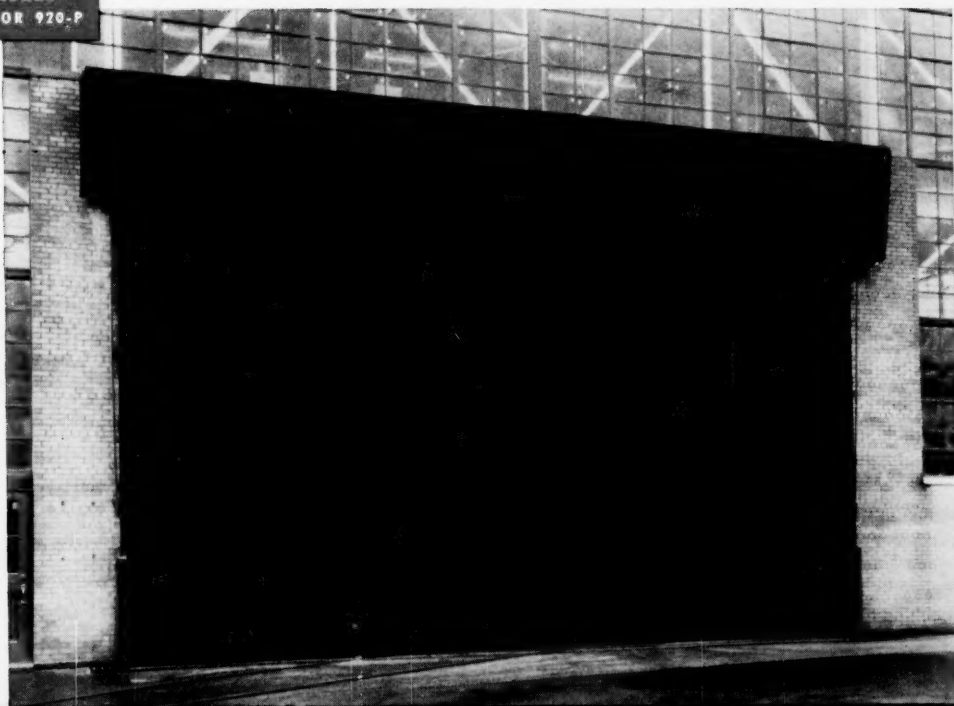
Manually, Mechanically, or Electrically Operated



In the combination truck and railroad opening illustrated below, two Mahon power operated rolling steel doors, with a movable mullion between, solved the problem of an extremely wide opening in which the entire width was required only occasionally for passage of railroad cars. The railroad spur track entered the building at an acute angle which necessitated an opening 36'-9½" wide for required clearance. It was also necessary to have a truck opening 14'-0" wide at the same location—hence the two doors. The 14 ft. door at the left operates normally as an individual door in general service as a truck opening. When it is necessary to use the entire railroad opening, both doors are opened and the movable mullion is unlocked and moved clear to the right on an overhead track. Rolling Steel Doors make ideal closure walls for craneway openings . . . they make economical, space-saving roll-up dividing walls for school gymnasiums . . . they provide an ideal means of controlling ventilation when installed in exterior walls of steel mills, foundries, pumping stations, and booster stations. When you have a special problem, consult Mahon engineers. When you buy a rolling steel door, check specifications carefully . . . you will find many quality and design features in Mahon Rolling Steel Doors that add up to a greater over-all value. See Sweet's Files for complete information including Specifications, or write for Catalog G-56.

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Sales-Engineering Offices in Detroit, New York and Chicago • Representatives in Principal Cities
Manufacturers of Rolling Steel Doors, Grilles, and Automatic Closing Underwriters' Labeled Rolling Steel Fire Doors and Fire Shutters; Insulated Metal Walls and Wall Panels; Steel Roof Decks and Long Span M-Decks; Permanent Floor Forms; and M-Floors (Electrified Cel-Beam Floor Systems).



ROLLING STEEL DOORS, SHUTTERS AND GRILLES TO MEET EVERY REQUIREMENT

Two Mahon Power Operated Rolling Steel Doors, with movable mullion between, installed in a combination truck/railroad opening 36'-9½" x 23'-0" in a new building for the Fitzsimmons Manufacturing Co., Detroit, Mich. Barton-Malow Co., Detroit, Mich., Gen. Contrs.

MAHON